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May 26, 1973
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Editor & Publisher

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The Record Setting Post-Intelligencer



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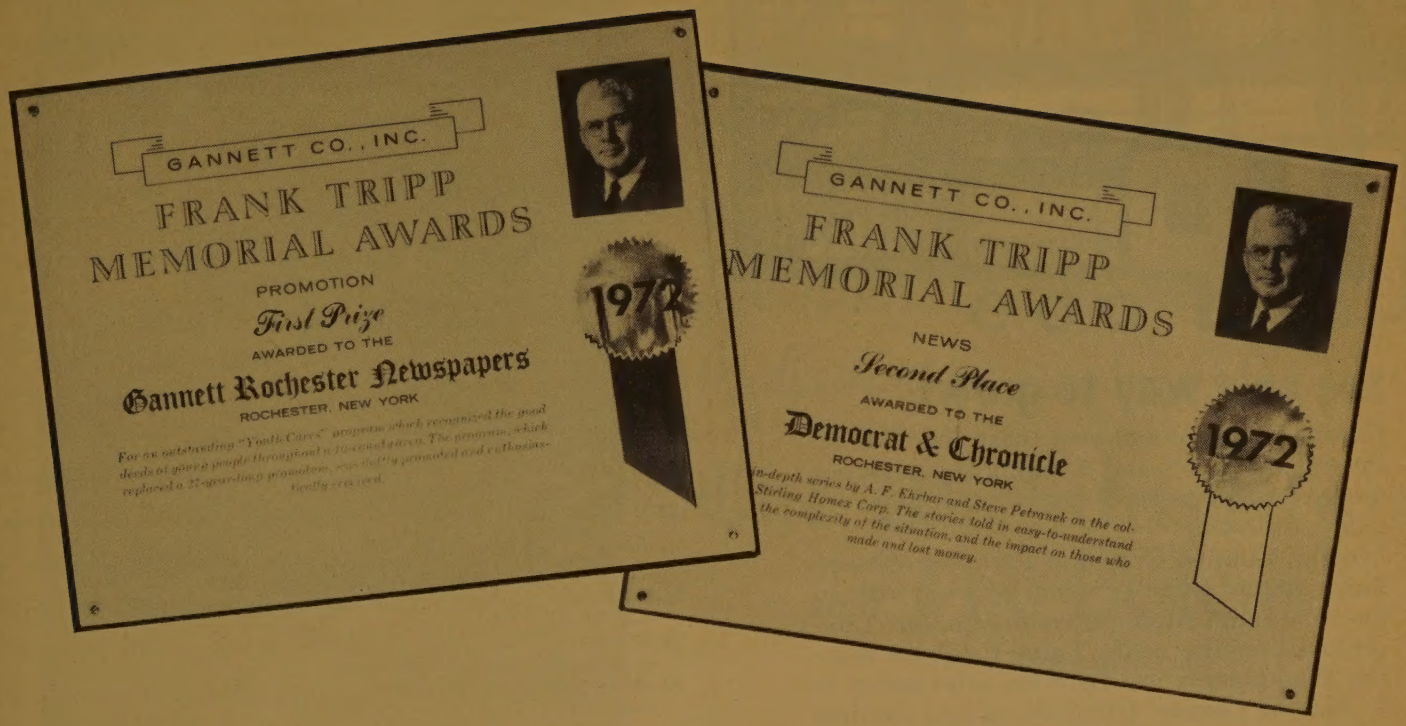


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The Seattle Post-Intelligencer

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Winning isn't easy when your competition is tough!

Each year member newspapers of the Gannett Group compete for the coveted Frank Tripp Memorial Award.

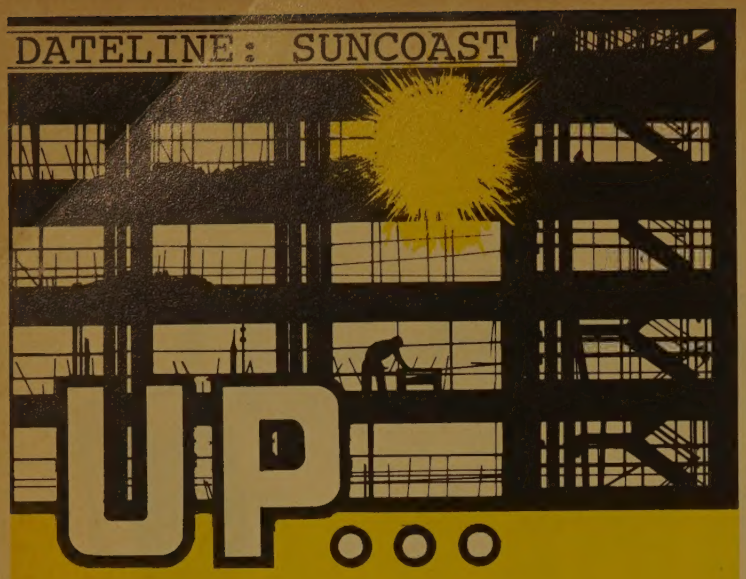
This year, The Rochester Newspapers are proud to have won first prize for promotion with their "Youth Cares" program; and second place in news to the Democrat and Chronicle for an in-depth series on the failure of Stirling-Homex Corp.

Good newspapers compete with one another. We are. We do.

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Democrat & Chronicle (mornings and Sunday) **The Times-Union** (evenings)



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Florida's sun-bathed west coast and The St. Petersburg Times and Evening Independent are growing together — growing UP in every measurable way.

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The Times, ninth in total advertising linage among the nation's morning papers with 44,475,500 lines, was tenth in 1971. 1973 shows more growth. Internal statistical reports for the first four months — linage up 26.3% daily, up 22.0% Sunday. A great beginning for the biggest year yet!

The Evening Independent's 27,711,859 lines took 38th place among evening papers for total linage in 1972. Quite a jump from 1971's 45th place. Internal reports indicate another giant step in '73. Total first four months linage UP 24.1% over '72.

Pinellas, the Suncoast and a newspaper combination that delivers sales form a winning partnership in a vibrant growth economy.

St. Petersburg Times
FLORIDA'S BEST NEWSPAPER
Evening Independent
Local-est and Liveliest

P. O. Box 1121 St. Petersburg, Fla. 33731

EDITOR & PUBLISHER CALENDAR

JUNE

3-15—API Telegraph Editors and Copy Desk Chiefs. Columbia University.
4—New York State Associated Press Sports Editors Seminar, Country House Motel, Syracuse, N.Y.
4-8—Knight Newspaper Seminar, Circulation Management, Miami.
7-9—Mississippi Press Association annual convention, Buena Vista Hotel Motel, Biloxi, Miss.
7-9—Advertising Managers Bureau 51st summer meeting. The Gideon Putnam, Saratoga Springs, New York.
8—Ohio Newspaper Offset Clinic, Holiday Inn, Ashtabula/Austinburg, Ohio.
8—Canadian Press meeting of French-language news editors, Quebec.
8-9—Newspaper Advertising Executives Association, spring meeting. Holiday Inn, Gainesville, Ga.
8-9—New England Daily Newspaper Association Regular Spring meeting. Basin Harbor Club, Vergennes, Vt.
10-14—ANPA Research Institute Production Management Conference with SNPA Mechanical Conference (East and West Division), Rivergate and Roosevelt Hotel, New Orleans, La.
10-15—Newspaper Division Special Libraries Association, Pittsburgh.
11-13—International Press Institute. Jerusalem.
14-16—Arizona Newspapers Association, Summer Workshop, Sunrise Park Hotel, White Mountain Apache Indian Reservation, McNary, Arizona.
17-21—International Circulation Managers Association annual meeting. Milwaukee, Wis.
17-29—API Publishers, Editors and Chief News Executives (for newspapers under 50,000 circulation). Columbia University.
20-23—Newspaper Personnel Relations Association. Milwaukee.
21-23—Florida Press Association. Hilton Hotel, Port St. Lucie.
21-23—Tennessee Press Association Convention. Holiday Inn Rivermont, Memphis.
22-23—New Jersey Press Assoc. Annual Summer Conference, Essex & Sussex Hotel, Spring Lake, N.J.
24-28—Association of Newspaper Classified Advertising Managers 53rd annual conference. The Queen Mary, Long Beach, California.
25-29—Knight Newspaper Seminar, Organizational and Team Development, Miami.
28-29—National Newspaper Association Conference, "The Energy Crisis," Hyatt-Regency, O'Hare Intl. Airport, Chicago.
28-30—Association of Newspaper Classified Advertising Managers, Long Beach, Calif.

JULY

8-11—Newspaper Personnel Relations Association, 25th Anniversary Conference. Pfister Hotel, Milwaukee, Wisc.
15-18—International Newspaper Advertising Executives semi-annual meeting. Hotel Nova Scotian, Halifax, Nova Scotia.
20-22—South Carolina Press Association, summer meeting. Savannah Inn and Country Club, Savannah, Ga.
22-27—ANPA-INPA Newspaper Research Workshop. Ohio State University, Columbus, Ohio.
23-27—Knight Newspaper Seminar, Modern Production Techniques, Miami.
23-Aug. 24—Seminar, "News Media in Western European Countries." Temple Univ. School of Comm. The Netherlands. Contact: Dr. Samuel Riley, Journalism School, Temple Univ., Philadelphia, Pa. 19122.
30—Aug. 3—The Newspaper Guild annual convention, Hotel Vancouver, Vancouver, B.C.

AUGUST

13-16—National Advertising Show, The New York Hilton, New York City.
23-25—Montana Press Association Convention. Big Sky, Montana.
26-28—New York State Publishers Association. Otesaga Hotel, Cooperstown, N.Y.
29-Sept. 1—International Newspaper Promotion Association-European Division. Hotel Zurich, Zurich, Switzerland.

SEPTEMBER

719—Ohio Newspaper Classified Clinic. Pick-Ft. Hayes Hotel, Columbus.
13-15—PNPA Classified Clinic, Hershey Motor Lodge, Hershey, Pa.
14-16—Pacific Newspaper Mechanical Conference. Southern Division. Biltmore Hotel, Los Angeles.
17-20—Knight Newspaper Seminar, "Training, Developing and Evaluating Your Employees," Miami.
24-26—INPA Southern Regional conference. Hyatt House, Houston.
26-29—Pennsylvania Newspaper Publishers' Association Annual Convention, Pocono Manor Inn & Golf Club, Pocono Manor, Pa.
28-30—Advertising Executives Association of Ohio Daily Newspapers sales clinic. Pick-Ft. Hayes Hotel, Columbus.
30-Oct. 3—INPA Eastern Regional conference. Ottawa Skyline, Ottawa, Canada.

Vol. 106, No. 21, May 26, 1973, Editor & Publisher, The Fourth Estate is published every Saturday by Editor & Publisher Co. Editorial and business offices at 850 Third Ave., New York, N. Y 10022 Cable address "Edpub, New York" Second class postage paid at New York, NY and additional mailing offices. Titles patented and Registered and contents copyrighted © 1973 by Editor & Pubisher Co., Inc. All rights reserved. Annual subscription $10.00 in United States and possessions, and in Canada. All other countries, $25.00. Payment in sterling may be made to Editor & Publisher, "External Account," Chemical Bank, 10 Moorgate, London, E. C. 2, England.
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Wichita, Kansas
Eagle & Beacon

Duluth, Minnesota
News Tribune & Herald

Gary, Indiana
Post Tribune

Pasadena, California
Star-News

Grand Forks, North Dakota
Herald

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American News

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Niles, Michigan
Star

New York, New York
Journal of Commerce

Walla Walla, Washington
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NEW LINAGE HIGH!

So what?

Well, it simply means that a considerable number of astute marketing people recognized the value of a good local paper for communicating with a good market . . . then profited by the counseling of an efficient sales staff.

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GAZETTE

Represented by
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CATCH-lines

By Lenora Williamson

THERE WON'T BE AN INTERNATIONAL "CHAIRPERSON" title in The Newspaper Guild constitution if all goes according to executive board recommendations at the mid-summer convention. The board will suggest resolving the issue by providing for a "chairman or chairwoman" and also removal of 56 sexual references with one to remain—the collective bargaining program's maternity leave section.

* * *

SING A SONG OF CHERRIES JUBILEE—Ella Elvin, food editor of the *New York News*, went over to Lincoln Center to hear one of her recipes set to music. The occasion was a program of vocal music by composer James Leeds, with Ella's "Cherries Jubilee" for four voices served as final dessert. Ella thinks the musical version sounds as good as it tastes.

* * *

Our new reporter
Qualifies as green;
He thinks "body type"
Is average, fat or lean
Bill Copeland
Sarasota Journal

* * *

THE NEW YORK TIMES ran a full page Pulitzer Prize salute to Max Frankel for winning the international reporting award with his 8-day filing of 35,000 words on President Nixon's trip to China. Copy filled a small portion of the page at the bottom. The rest of the page was a photo of Max in double breasted trench coat, fur hat, and gear piled on the ground all framed with stone wall and snow covered Chinese background. A tourist photo—but with a difference. The photographer's credit line: William F. Buckley, Jr.

* * *

DUST OFF THE MAY PUNNY AWARD for the fellow at the *Newark Star-Ledger* who read the UPI story out of Burlingame, California, about two bandits who held up a restaurant. One fled down a hall and out the back door, but his team mate took a wrong turn. Police arrived during the escape and captured the robber with the poor sense of direction. He was cornered in the ladies rest room. The admirable headline simply: "Arrest room".

* * *

THE TROUBLE IS, I'm a lousy photographer, explains editor Michael Hanlon of *Canadian Magazine*. In two years of "stumbling around" most of North America for the Sunday magazine with camera at the ready, he got only one photo published. Writing in his "Afterwords" column, Michael says that during most trips he was accompanied by highly-paid professional photographers and supposes it is only natural their work would upstage his. That he could accept, but what rankled were snickers from the pros whenever he raised a camera to his eye. "After all, did I, a professional spinner of words, giggle when they were *writing* postcards?"

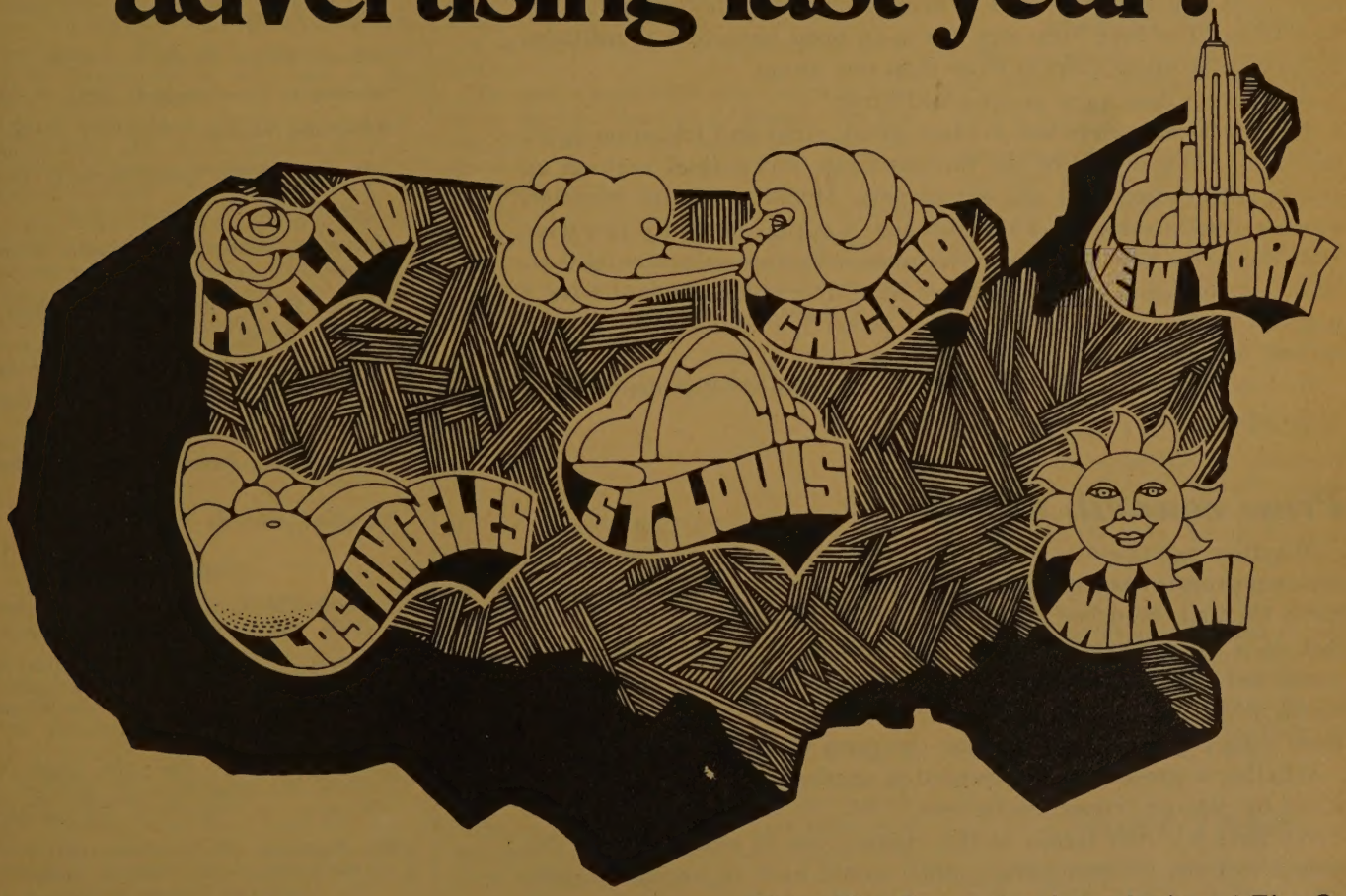
* * *

LADY BIRD JOHNSON TURNED THE TABLES on the band of nine Washington reporters who visited her in Texas for a retrospective on President Johnson's retirement years. Dorothy McCardle, in her *Washington Post*, story, writes that Mrs. Johnson went around the circle of reporters and asked each what he had been doing in the years since she left the White House.

* * *

"IN THIS XEROX AGE OF BUSINESS FORMS and paper clips the successful executive must use his time efficiently or else he and his company may die young." With that premise, the *Orlando* (Fla.) *Sentinel Star's Florida Magazine* polled local administrators in search of the secrets of saving time. No. 1 on the list read: "Throw out the television." Other orders in the two-page list of 50 included: 9. Handle each piece of paper only once. 21. Hold yourself to deadlines. 29. Walk fast, make fast entrances and exits, let others know you are busy . . . 44. If you have to procrastinate, procrastinate on the trivia. Save it all for a particular session, say, once a month . . ." Oh, yes, back to No. 36: Don't gossip.

Can you pick the city whose newspaper ran 5,371,373 lines of food advertising last year?

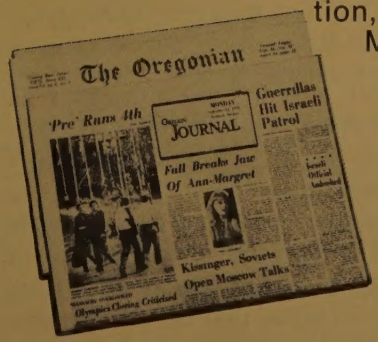


We'll give you one clue.

This is an ad for a publisher in Portland, Oregon. In 1971 our A.M. paper was America's No. 1 newspaper in food linage.* In 1972 we topped our own performance with over 5 million delicious lines of food advertising.

But that's not surprising when you consider Portland's healthy, diversified economy. And the excellent distribution available here. Which explains why Portland is such a good market, both for test and everyday selling.

And who could tell you more about this market than America's leading food advertiser, us?



We're *The Oregonian* (morning) and *The Oregon Journal* (evening). Together we cover an unduplicated 83% of the 1 million Portland metro market.

If you'd like some of our inside marketing information, write Richard K. Millison, Marketing Manager, Oregonian Publishing Company, Portland, Oregon 97201.

Ask us about the food day. Or the climate. Or who to see about good shelf space. Or anything else you'd like to know.

Take advantage of us. We want your business and we're willing to do something extra to get it.

*SOURCE: Media records

Portland, Oregon 97201, Represented nationally by Newhouse Newspapers, In Seattle by G. A. Wellington.

Editor & Publisher

● THE FOURTH ESTATE

Robert U. Brown
Publisher and Editor

James Wright Brown
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Associate Editors: Margaret C. Fisk, Ma Mehler, Jeffrey J. Mill, Edward W. Swietnick Lenora Williamson.

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Washington Correspondent: Luther A. Huston

Advertising Manager: Ferdinand C. Teubner.

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Advertising Production Manager: Bernadett Borries.

Assistant to the Publisher and Promotion Man ager: George Wilt.

Circulation Director: George S. McBride.

Classified Advertising Manager: Virginia An Stephenson.

Marketing and Research Manager: Albert Weis.

Librarian: Adelaide Santonastaso.

OFFICES

General: 850 Third Avenue, New York, N.Y 10022. Phone: 212 752-7050. TELEX 12 510

Chicago: 111 East Wacker Drive, 60601. Phon 312-565-0123. Gerald B. Healey, Editor. Wil lard L. Pierce, Richard E. Schultz, Advertisin Representatives.

Los Angeles: 1830 West 8th Street, 90057 Phone: 213-382-6346. Scott, Marshall, Sand & Latta, Inc., Advertising Representatives.

San Francisco: 85 Post Street, 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta Inc., Advertising Representatives.

Washington: 1295 National Press Building Washington, D.C. 20004. Phone: 202-628 8365. Luther A. Huston, Correspondent.

London: 23 Ethelbert Road, Birchington, Ken England, Alan Delafons, Manager.

Benefits for strikers

Some state laws provide unemployment benefits for workers on strike against their employers. Since unemployment benefits are funded by employers it means that employers subsidize strikes against themselves.

President Nixon's recently proposed federal standards would eliminate unemployment benefits for strikers. But, as the *Detroit Free Press* has said, the proposal "has left at least one loophole big enough for even a non-Teamster to drive a truck through." The proposal would forbid states to grant unemployment pay to strikers but at the same time would forbid states to deny benefits to other workers idled by a strike. The Free Press sees this as an open invitation to collusion at companies where there is more than one union.

As we see it, here's the way it could work:

Two weeks ago, electrical workers struck radio and television facilities in St. Louis owned by the Pulitzer Corp. Picket lines were set up around the station and the newspapers. Members of the teamsters union refused to cross it. The newspaper was shut down for two days. Had the strike continued, the electrical workers would not have received unemployment pay. But, all the P-D employes would have a partially-paid vacation by virtue of a picket line and a strike that in no way involved them.

It doesn't seem conducive to the "work ethic" President Nixon spoke about.

Press council, or not

Whether newspapers and their editors are "for" or "against" a national press council seems to be academic at this time. The National News Council, launched by the Twentieth Century Fund, is now a fact. It is to be financed by eight foundations for a period of three years, and its 15 members have been named. Six of them represent media which should eliminate some of the criticism directed at previous press council attempts where the press was not represented.

Whether a press council is needed is another matter. And, whether it can be effective remains to be seen.

We have felt that media in this country are so numerous and dispersed that any national press council would have an impossible task. The current attempt, however, is initially limited in scope to national news suppliers.

We doubt its necessity and we question its efficacy so we'll observe its performance with great interest, as we believe most editors will.

Credits to newspapers

Probably at no other time in history have print media been given credit for so much. Not by official sources, as in President Nixon's tribute to a "vigorous free press," but by other media.

There was a time when a newspaper or magazine editor would rather die than give credit to another publication as the source of a story. Today, especially in the Watergate case, it has become commonplace to hear on the air, and to read in print, that the *Washington Post,* or the *New York Times,* or some other paper, "says today." Even the Times and the Post are doing it to each other.

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etters

SHARES PROXMIRE'S VIEWS

I am appalled at the way you and most ewspapermen have shrugged off Democrat enator William Proxmire's well-founded idictment of the press in the Watergate ffair.

It is evident to me that some reporters nd editors hate Richard Nixon so much ney are willing to go to any lengths to get im, regardless of the consequences to our ountry. To do this they have let gossip ecome gospel. Hearsay evidence, which ould be thrown out in any court in the ountry, becomes fact.

I agree wholeheartedly with Senator roxmire that this McCarthyistic destruc- on of President Nixon is "the press at its orst."

I have been a newspaperman for 36 ears and I have never been as ashamed of ne profession as I am today. The power of ne press has been badly abused. I think is time for reporters and editors to do ome real soul-searching instead of kissing ff so lightly the justified criticism the ress has received.

DON FREEHAFER

(Freehafer is editorial writer for the *Phar- s-Tribune & Press*, Logansport, Ind.)

* * *

SENSITIVE

Gena Corea's report on male bias (April 1) cites my alma mater, *The Advance*, husly:

"Last October The Daily Advance of Dover, N.J., referred to a female candidate or the Randolph Township Council as a petite housewife' and a 'mother of three' nd it asked her how her husband felt bout her running for office."

Such questions may have been far more ensitive than Miss Corea presumes. The ikely writer of the piece happens to be a petite mother of one.

JAMES J. BRODELL

(Brodell is the former managing editor of he *Dover* (N.J.) *Daily Advance*.)

* * *

RIBLET CHALLENGED

Carl Riblet Jr. stated in the April 14 E&P issue that: "There probably isn't a single newspaper in the country that isn't looking for copy editors."

I challenge him to substantiate that statement and name metro dailies looking for good copy editors. Many excellent copy editors are looking for work.

The only papers searching for competent copy editors are small papers paying small salaries or sloppy ones for which no good copy editor wants to work.

ROBERT HINDS

ABSOLUTE PROTECTION

I thoroughly agree with your May 12 editorial that the success of the press in breaking open the Watergate case makes more urgent than ever strong federal legislation to protect confidential news sources.

The President and Vice President are seemingly offering a ceasefire in Administration attacks on the press, and Presidential Press Secretary Ron Ziegler has even apologized to the *Washington Post*.

But this has been probably the most anti-press Administration in history and it isn't logical to expect that its attitude toward the press will change overnight and under duress from antagonism to affection. It's especially unlikely when the Administration continues to see so much embarrassing inside information being exposed in the press almost daily.

No institution so vital to democracy should be vulnerable to the whims of government prosecutors, nor should be dependent on the willingness of reporters to go to jail.

The press must have absolute protection to do its job. Many of us thought till last summer that the First Amendment gave the press that absolute protection. We were told otherwise by the Supreme Court.

Now it is up to Congress to provide remedies. But let us be certain that in the process we do not undermine still further the free flow of information by flawed legislation. Only an absolute, no-loophole bill will do.

ALAN CRANSTON

(Cranston is a United States Senator from California.)

* * *

NO RELATION

Ms. Gloria Steinem makes some excellent points in the May 5 EDITOR & PUBLISHER. However, I find one point particularly amusing. Ms. Steinem said that frequently in headlines and stories, women are identified by their relationships to men, citing the example headline "Grandmother wins Nobel Prize."

Ms. Steinem should be reminded that a woman can be a grandmother solely to another woman, with no men as her grandchildren. Ms. Steinem may have fallen into the same trap in her thinking as many do in their writing.

DOUG MCKAY

* * *

UNNECESSARY

I am amazed and disappointed that Editor & Publisher chose to include mention that William Caldwell, Pulitzer Prize winner, was the brother of Robert Caldwell, indicted on drug charges (May 5 issue).

Is there any good reason for including such mention? Does it not almost imply one should also lack faith in one who was not indicted—in this case, William Caldwell. Guilt by association is a terrible burden to bear, an almost impossible battle to win. Why make it worse?

BONNIE I. HOLLIS

(Hollis is a reporter for the *Wabash* (Ind.) *Plain Dealer*.)

SELF CRITICISM

We have just finished with a Primary election and at a critique of the paper, some of the editors felt that they had provided inadequate coverage. We decided that since we are critical of others, we thought perhaps we should tell the people that we let them down. It was a unique idea. We did it.

Our people who participated in the decision to criticize ourselves included: Managing Editor Bill Scrivo, City Editor Frank Dobisky, State Editor Dick DiLuciano, Editorial Page Editor Malcolm Hartley and myself.

At a time when newspapers are so critical of others, we think it is important to give ourselves hell when we deserve it.

IRVING LEIBOWITZ

(Leibowitz is editor of the *Lorain* (Ohio) *Journal*.)

* * *

AMOUNT OF DEBT

We would like to call your attention to the article in EDITOR AND PUBLISHER on April 21, page 74, which reports the long term debt of the *New York Times* as being down from $34.7 million to $30.2 million. Actually this is the debt of associated Canadian newsprint companies in which the Times has less than a 50% interest in each. The long term debt of the Times and its consolidated subsidiaries at December 31, 1972 was $12 million.

F. A. COX

(Cox is a vicepresident of the *New York Times*.)

* * *

FOR THE RECORD

The letter in the May 12, 1973 issue about the *Alton* (Ill.) *Telegraph* confuses the facts about the slain editor of the 19th century Alton Observer, Elijah P. Lovejoy.

The letter says Lovejoy was "murdered by anti-segregation extremists during the Civil War." In fact, Lovejoy himself was the firebrand abolitionist, and he was killed by a pro-slavery mob—in 1837, more than two decades before the Civil War.

ROBERT H. RUSSELL

(Russell is a journalism instructor at Marietta College, Marietta, Ohio.)

Short Takes

She appeared . . . on the charge of shoplifting a $22 louse . . . — *San Jose* (Calif.) *Mercury*

* * *

He sued for divorce . . . but . . . the final financial ankles have not been worked out.—*Bradenton* (Fla.) *Herald*.

* * *

He is . . . the most effective champaigner in the field.—*Columbus* (Ohio) *Citizen-Journal*.

* * *

. . . the same genius who won an Oxcar for producing "The Godfather" . . . — *La Crosse* (Wis.) *Tribune*.

* * *

SAN JOSE DRIVE-IN—"Bonnie and Clod," 8:20; . . . — *San Jose* (Calif.) *Mercury*

* * *

(E&P pays $2 each for amusing typographical errors found in newspapers and reprinted here.)

When the President went to Peking, 100 people went along in press planes.

One of them earned a Pulitzer Prize.

Max Frankel of The New York Times.



Photo: William F. Buckley Jr.

It was a historic event. The news story of a generation. And only the best were sent to take part in President Nixon's trip to China.

One of the best was Max Frankel of The New York Times. His assignment, as he described it himself, was "to illuminate better than the television cameras could things that occurred in a dispatch to be read 24 hours after the occurrence had been seen at home in living color."

Working almost around the clock, he filed 35,000 words in eight days. Words that described the major events of the trip. Words that gave rare insights into China itself. Through a series of "Reporters Notebooks" he gave anecdotes, glimpses of conversations, intimate background details not available from any other source.

His efforts for readers of The New York Times have earned for Max the 1973 Pulitzer Prize for distinguished international reporting.

It's the 39th Pulitzer award won by The New York Times or a member of its staff, more than any other newspaper.

It's one more reason why readers everywhere can be sure of getting the best of the best every day in

The New York Times

"All the News That's Fit to Print"

Detroit reporter suspended for faking kidnap story

Howard Kohn, the *Detroit Free Press* reporter who conducted that paper's two year investigation into the Detroit drug trade (E&P, May 19) has been suspended from the Free Press following a bizarre shooting incident.

Kohn's suspension came only hours before a special grand jury in Detroit indicted twelve policemen and sixteen alleged dope dealers following an investigation closely linked with that of the Free Press.

Kohn was suspended from the Free Press on Wednesday after Free Press reporters turned up conflicting reports of an incident in which Kohn claimed he was kidnapped and shot at. The incident was reported in the Free Press and many other newspapers across the country.

Kohn reported he had been kidnapped on May 18, after being called by an informant. An unidentified gunman held Kohn in two motels for 12 hours, he said. Kohn said he escaped when the gunman attempted to move him to another building. Kohn said he grabbed for the man's gun, a shot went off, creasing Kohn's jacket. Then, Kohn claimed, the gunman tried three more times to shoot Kohn, but each time the gun jammed. The gunman then fled, Kohn said.

However, the Detroit Free Press now says that that story is untrue. In a front page story on May 23, the Free Press announced Kohn's suspension and said that "under questioning by Free Press editors" Kohn admitted that the story as he originally told it was not true. Two Free Press reporters had been assigned Monday to check out the story and had found discrepancies, the Free Press said.

In a second story to his editors, Kohn then said that there was no unidentified gunman. Kohn said one of his informants was trying to blackmail the reporter, charging Kohn had paid $500 for information from another informant.

The Free Press said it still does not know the truth in the incident. But, the article said, there was a bullet fired—a spent bullet was found. However, the article also said that Kohn had purchased a gun for protection earlier, and that the gun "was similar to the one involved in the struggle."

Three Free Press reporters have been assigned to continue to investigate the Incident—Marco Trbovich, Jim Neubacher and William Schmidt. Schmidt was involved with Kohn in investigating the drug series.

The drug series had featured the profiles of alleged top dope dealers and seven allegedly crooked cops. The Free Press had pared down earlier lists of suspected dope dealers and cops, according to Free Press City Editor Walker Lundy. The final list published was limited to those the Free Press was "dead sure" on, and which the Free Press lawyers agreed could be used without fear of libel suits, Lundy said.

Free Press Managing Editor Neal Shine said the Kohn incident does not affect the credibility of the narcotics stories written by him. "The reporting on that was effective and accurate." As proof of this, Shine cited the indictments of several of the people named in the Kohn series.

Shine denied that the incident should "cast any doubt" on the information contained in the series. He added that Kohn was "in bad shape emotionally."

Kohn has been admitted to Ford Hospital in Detroit.

Before his suspension, Kohn had told E&P that he planned an "extended vacation" in order to seek safety for his family and "peace of mind" for himself.

Schmidt, who had worked with Kohn in preparing parts of the series said information in previous Kohn drug stories has been proved "dead accurate."

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Hartford Times sought by New Haven Register

A proposal has been made to buy the Gannett-owned *Hartford* (Conn.) *Times* for a reported $7.5 million by the majority owners of the New Haven (Conn.) Register Publishing Co.

The proposal drew these responses:

—Gannett Co. officials in Rochester, N. Y. were busy all day Tuesday answering telephone call inquiries. They issued a press release stating "There is no agreement to sell the *Hartford Times* to anybody." Douglas M. McCorkindale, vicepresident and general counsel for Gannett, stressed, "There is no agreement to sell the Gannett paper."

—Richard S. Jackson, one of three trustees of the Register Publishing Co. Inc. in New Haven, went to Superior Court to apply for an injunction against the proposed purchase by the company, publisher of the morning *Journal Courier* and afternoon *Register* in New Haven.

The proposal to buy the afternoon-Sunday Hartford newspaper was reportedly initiated by Lionel S. Jackson, president and publisher of the two New Haven newspapers, and by Henry J. Conland, president and publisher of the *Catskill* (N.Y.) *Daily Mail*, the two majority trustees of the Register Publishing Co. Inc.

Media brokers and consultants, Vincent J. Manno and George Romano in Weston, Conn. were representing the New Haven interests in the negotiations.

Neuharth hits 'trick or treat' advertiser games

Advertiser attempts to seek favoritism from the media has helped to cause a declining public belief in business, a newspaper executive told members of the American Association of Advertising Agencies at its 56th annual meeting.

Allen Neuharth, Gannett Co., Inc. president, said newspapers have to be impartial to retain the respect of both advertisers and the public. But, Neuharth cited several cases in which advertisers acting "with narrow personal motivations" had asked for "favored treatment."

The instances Neuharth named included:

• An upstate New York advertiser who pulled his ads after his daughter's wedding received less space than he felt it should.

Lose prime position

• A Miami department store that pulled its ads because it lost "a prime position it thought it owned."

• Local Southern New Jersey auto dealers who withheld ads for 30 days to recalculate "advertising attitudes." Neuharth said the real reason was a series of articles on auto shopping and prices.

Neuharth called these advertiser actions a "Watergate in the marketplace or the arrogance of power."

He added these "trick or treat games simply run counter to our system."

Neuharth added, however that consumers need advertising as well as news from newspapers. The success of the system, he said, comes from "shared responsibilities linked by reality."

However, advertisers should recognize that a newspapers' "total responsibility is to the total readership," Neuharth said.

Neuharth also discussed the Watergate scandal, saying press uncovering of the story was "a tribute and a testimony to our way of life."

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Laurie Cavanaugh is cited by promotion execs

Laurie L. Cavanaugh, director of public relations for the *Minneapolis Star* and *Tribune*, was awarded the 1973 Silver Shovel, the highest award the International Newspaper Promotion Association bestows on a member. He was cited for his "unselfish devotion" to the association and for his accomplishments as member. He served as president from 1966 to 1967. The award was presented May 23 at the INPA's 43rd conference in San Diego, Calif.

Dale clears himself of any wrongdoing in Watergate

Francis L. Dale, publisher of the *Cincinnati Enquirer* and chairman of the Committee to Reelect the President, called the Watergate scandal a "sickening affair" and denied any involvement with the scandal in an interview with EDITOR & PUBLISHER this week.

Dale, who was instrumental in setting up CRP, said that after his initial involvement he played only an "honorary role" in President Nixon's reelection campaign.

He added that he does not expect to be called before the Senate select committee investigating the Watergate and as of yet he has "not been questioned by anyone." Dale said he had "nothing to do with fund raising" for the reelection committee.

Dale, along with former White House staff members Harry S. Flemming, Hugh Sloan and Jeb Magruder, set up CRP as a "citizens committee" in the spring, 1971. However, last week CRP confirmed that Dale had little to do with the committee's operations after initially forming it.

Sent out letter

One action Dale did take as chairman of CRP was to send a letter out to 3000 Republican county chairman in the U.S to mobilize support for the President's May, 1972 decision to mine North Vietnamese harbors.

Other members of the President's campaign team have been charged in grand jury and senate committee testimony with placing phony ads, rigging telegram campaigns and organizing demonstrations to give the impression of widespread public support for the President's bombing policy.

Dale said his letter was "not asking for phony support." He also said he did not believe these were "phony ads" because the ads in question were signed by real people.

Dale declined to comment any further on the case.

Dale was Ohio camaign manager for Richard Nixon in 1968. He has been a member of the President's Commission on White House Fellowships for four years and was named chairman of the commission May 19.

Ohio manager

Dale is also president of the Cincinnati Reds baseball club. Dale became publisher of the Enquirer in 1965 and was retained when the American Financial Corp., an investment firm, took control of the paper in 1971. Dale is also a former president of the Ohio State Bar Association.

In another development, the Watergate case has thrown shadows on the Knight newspapers' Pulitizer Prize winning expose of Sen. Thomas Eagleton's mental health. According to a *Washington Post* story the Eagleton records were in the possession of White House aide John Ehrlichman long before the records were leaked to the press.

Knight Newspaper Washington bureau members Robert Boyd and Clark Hoyt won the Pulitizer national reporting citation for their investigative work in the Eagleton story. Boyd and Hoyt began working on the story after an anonymous tipster called the *Detroit Free Press* with information. The possibility has now been raised that the tip was a Nixon campaign plant.

Hank Greenspun, editor and publisher of the *Las Vegas Sun*, said this week that high-level Watergate case officials sought to burglarize his office safe last September to get signed memos of billionaire industrialist Howard Hughes and the Antitrust division of the Department of Justice.

The newspaper surveillance and burglary attempt were disclosed in Washington, D. C. Tuesday by James W. McCord Jr., convicted participant in the Watergate break-in, in testimony before the Senate committee investigating the 1972 election campaign.

'Blackmail type' memos

McCord implicated G. Gordon Liddy, a former White House aide. Liddy told him, he testified, that Attorney General John Mitchell informed him "that Greenspun had in his possession blackmail type information involving a Democratic candidate for president, that Mitchell wanted that material, and Liddy said that this information was in some way racketeer-related, indicating that if this candidate became President, the racketeers or national crime syndicate could have a control or influence over him as President."

Greenspun, who has an autographed photograph of President Richard Nixon hanging over the green four foot square office safe and who supported Nixon in the election, says that what actually was sought were hundreds of signed memos by Hughes in his possession, some relating to Hughes' dealings with the Department of Justice over Hughes' Nevada holdings, valued at between $200 and $300 million.

"I cannot disclose now what is in these files," Greenspun stresses. "But it will come out in due time. But I'll go to the can for life rather than surrender those documents. Hughes would give anything to get his hands on them."

Trip to South America

McCord told the Senate committee that Liddy said the newspaper publisher's office would be entered by the "entry team" and after its work accomplished "they would go directly to an airport near Las Vegas where a Howard Hughes plane would be standing by to fly the team directly into a Central American country so that team would be out of the country before the break-in was discovered."

The publisher said after hearing McCord's testimony: "Hughes was in Nicaragua at the time of the attempted break in."

Ex-Nixon aide sues Loeb paper for libel

A former aide to President Nixon ha filed a $3 million libel suit against th *Manchester* (N.H.) *Union-Leader*. Th suit is the result of a story that linke him to the Watergate scandal.

The story, written by Union-Leader re porter Arthur C. Egan, Jr., reported tha Murray M. Chotiner was involved i efforts to collect money for the President re-election campaign from Las Vega "gambling interests."

The story also stated that Chotiner wa involved in diverting money from the In ternational Brotherhood of Teamsters pension fund to finance "political sab otage-espionage teams" during the 197 campaign.

Real estate lawsuit

He and Hughes are involved in a law suit where Greenspun seeks $132 million charging that Hughes backed out of a real estate deal involving purchase o Greenspun's Paradise Valley Country Club. In 1968 Hughes bought KLAS-TV a Columbia Broadcasting System affilate from Greenspun for $4 million.

Greenspun is unhappy over the choice of Professor Archibald Cox of Harvard Law School as a special Watergate prosecutor. Greenspun says "His brother, Maximilian Cox, is a law partner of Chester Davis, Howard Hughes' attorney."

There are more than 2,000 correspondents in the Washington press corps and a quick look at the press tables in the caucus room of the Old Senate Office Building might give an uninitiated spectator the impression that all of them were covering the Watergate hearings. It would be a false impression.

When Senator Sam Ervin, Jr., rapped with his gavel to open the hearings on Thursday morning, press gallery officials estimated that about 200 newspersons, male and female, waited with ballpoints poised or cameras pointed to catch the first words of the committee chairman's opening statement. By the second day, Friday, the number had dropped to about 150 but there still were few, if any vacant seats at the press tables, and it still seemed that the press corps could not be giving much attention to anything else going on in Washington.

Some of the reporters had been waiting since 7 a.m. in hopes of getting a good seat, or any seat, at the press tables. Reporters had been told that they should be there not later than 8:30—the hearings began at 10—if they wanted to get a seat, choice or otherwise.

No special press credentials were provided, such as is done at political conventions or prize fights, and no seats were reserved. Newsmen had to show some kind of identification to get by the gray-shirted policemen guarding the doors but otherwise all they had to do was walk in and scramble for table space for their notebooks.

The caucus room, scene of many historic hearings, is a high-ceilinged chamber, with chandeliers hanging overhead and

(*Continued on next page*)



ENATE HEARINGS—General view in the acked Senate Caucus Room as the Select enate Committee On Presidential Campaign ctivities held its investigation into the Watergate scandal. Only 100 public seats were available—the remainder of the crowd were newsmen and members of Congress.

ong red drapes partially concealing the ght from tall windows. The bench where he committee members and their staffs it—with Senator Ervin in the middle—tretches across one entire end of the uge room. Facing it is the witness table athed in glaring lights from the televiion "spots."

Back of that the press tables stretch ut, a la gridiron, each table able to accommodate, with a little crowding, a couple of dozen reporters. For the Watergate hearing, an overflow table ran crosswise along the middle of the room and back of hat, behind a red rope, were to rows of eats reserved for wives of Senators and ther VIPs, and just behind that two more ows reserved for the press. Smaller tables for the electronic media are jammed nto alcoves on two sides of the chamber.

There was some grumbling from the writing press about the television press. "They told us we couldn't come to the hearing room until after they had filmed the 'Today Show,'" a reporter complained. "Then they let all the TV people in. They really think it's their show." The prevalent opinion is that it is primarily a tv show, and some are calling the televised Watergate hearings the best show in town.

Attorney General Richard Kleindienst is apprehensive that the Senate's TV show will impede administration of justice. His fear is that, after virtually the entire nation has witnessed the televised investigation, it will be difficult if not impossible to find a venue in which persons indicted on criminal charges could receive a fair and impartial trial.

Once squeezed into seats at the press tables, reporters are on their own. They must write their stories from notes they are able to scribble as witnesses testify and Senators ask questions. No transcripts are provided by the Committee. A few papers, such as the *New York Times*, who publish complete or partial transcripts, buy them from a commercial reporting service.

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After Watergate newspapers still have detractors

Lest newspaper people drown themselves in Watergate euphoria, let them read a sampling of letters to the editor. Complaints against the press are still numerous.

For example:

"The news media have lost much confidence. They have proven their awesome power and their freedom to abuse it."

That appeared in the *Miami Herald* during the week that newspaper executives from all parts of the country gathered at the Doral Country Club for discussions of ways to make newspapers more secure and profitable.

Florida being a veritable melting pot of U.S. citizenry, the daily diet of readers' comments on the Watergate Affair provided breakfast conversation for the news people and in one instance upset a golf game.

"What the hell does the press in this country have to do before it will be fully appreciated?" asked a newspaper publisher after whiffing a tee shot.

More important stories

Almost by way of reply to his question came this letter in the Herald:

"The media has shown us their awesome power. We are impressed. But we are not stupid. We can see the difference in the coverage of this case and other far more serious events. True, you do cover them, but not with a veritable avalanche as you have this everlasting Watergate affair.

"The media as a whole, and the *Washington Post* troops in particular, were determined to 'get' President Nixon, and have practically admitted it. It is really too bad for them that they couldn't latch onto something a little more damaging, such as the Chappaquiddick affair, or the ballot boxes fished out of Lake Michigan, or the Bay of Pigs fiasco; the list is almost endless."

But the reader didn't end the list there. He went on later to offer some journalistic assignments: "Let us see you get at the 'you vote for my bill—I'll vote for yours' syndrome in Congress; dig into the tax-exempt corporations and long outmoded farm subsidies; the stranglehold the Medical Association and the Bar Association have on the lawmakers, ad infinitum.

"Don't expect us to be satisfied with the usual expose. Give each the same treatment you have given Watergate. You are honor bound to put aside personal vendettas and really serve your country on the heavier issues."

Sick of Watergate

John S. Knight's observation that "newspaper editors, too, are sick of Watergate" prompted echoes from readers. The general thrust went like this one:

"Most of us are sick of what the press and tv are doing to our country and our President."

In his Notebook, Knight reflected on conversations he had had during the annual meeting of the newspaper editors in Washington. Most of his colleagues, he stated, are appalled by the incredible bungling of President Nixon's now departed palace guard, which has tarnished the image of the country.

"Yes," Knight wrote, "we are sick of Watergate, but the Watergate book contains many more unprinted chapters. Had it not been for newspapers, principally the Washington Post in this instance, Watergate would have been covered up and ultimately dismissed in the public mind as 'just politics.'"

A letter from a reader rapped: "The space that the Miami Herald has devoted to the Watergate episode puts it among the worst offenders."

Our only President

Another reader asked: "Do you feel that this President should now suffer the continuing indignites of public lashing by the press? He is, after all, to us and all the world our freely elected President."

Harsh self-criticism is necessary in the newsroom, despite the belief that the Watergate story is a vindication of the role of the press in our society, said Larry Jinks, executive editor of the Miami Herald, in a new Sunday column which will deal with journalism.

"The harshness," he wrote, "is in order now because it's an antidote to self-satisfaction, to warm glows in editors' bellies on Monday afternoons.

"We're human, as imperfect as our neighbors, trying to do an enormously difficult job under tremendous time pressure."

In his droll way, the *Miami News* columnist, John Keasler, needled the press pundits, who analyze everything carefully year after year, for letting a couple of "police beat peasants" (Bernstein and Woodward of the Washington Post) score such a tremendous scoop as Watergate.

"Such is the occasional shame of the fourth estate," Keasler remarked. "Even in this crisp Image Input Era, nobody has yet fully stamped out the reporter."

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Shopper is started by ex-newspapermen

H&H Publishing Co., with a suite in the Groveland Motor Inn in Lake Wales, Fla., published the first issue of the *Lake Wales Shopper* on May 3.

According to the publishers, both ex-newspaper men, the publication will have 11,000 circulation and "carry news of interest, local and state releases."

The publishers are John T. Hoening and Robert A. Harrison. Hoening was associated with newspapers in Ohio, North Carolina, and Florida. Harrison was with papers in Virginia and Florida.

Mayoral candidate's evasions uncovered by NYC reporters

By Edward M. Swietnicki

Persistence and patience paid off for New York City's newspapers in publishing news articles that helped lead to the official release of secret federal grand jury testimony by Representative Mario Biaggi, a controversial candidate for mayor.

Sam Roberts, an investigative reporter for the *Daily News*, sums up the role of the press this way in handling the investigation into the background of the Democratic congressman and his current campaign to succeed Mayor John Lindsay:

"There were two things involved here. One was proving the information that he had taken the Fifth amendment in his grand jury appearance in 1971. The other was rebutting his denials. It not only turned out that he took the Fifth amendment but he lied about it. The press did a public service by its handling of the stories."

Rumors about Biaggi

Christopher S. Wren, a reporter for the *New York Times*, gives his newspaper's background on the stories: "Rumors about Mr. Biaggi, who is embroiled in at least three other investigations besides the one concerning his now-celebrated grand jury testimony in late 1971, have been floating in political and press circles for at least four years. But until recently, reporters were not able to confirm them." He wrote on May 20: "When Mr. Biaggi emerged into the arena of the New York City mayoral campaign he exposed himself to the scrutiny that is leveled at any candidate running for office in an election year. Reporters picked up their new tips and began to pump their sources — individuals who demanded anonymity but were in a position to contribute facts. When the first hard evidence was ferreted out and published more sources were encouraged to come forward with additional information."

The first edition of the *New York Times* on April 18 carried a story under the byline of Nicholas Gage, an investigative reporter, that Representative Biaggi had declined to answer grand jury questions in 1971 in an investigation of immigration bills by Washington, D.C. legislators in behalf of aliens. "Authoritative sources" were quoted. The *Daily News*, which had been interviewing Biaggi for 90 minutes in its offices on the afternoon of April 17, carried a story in most of its April 18 editions quoting "government sources" as saying that Biaggi balked at answering questions in the 1971 federal grand jury appearance.

A complete hoax

Biaggi accused both morning newspapers of "moral cowardice" at a press conference the following day and said the charges were "a complete hoax." He then spent a reported $18,000 to purchase television time (on WCBS, WNBC, ABC and WPIX) on April 25 where he criticized "trial by press."

The embattled political leader asked for appointment of a three judge panel to examine the transcript of his testimony and report on whether he had in fact answered all questions about his "personal finances and assets." But U.S. Attorney Whitney North Seymour Jr., citing an "over-riding public interest" in release of the testimony, filed a petition in federal court for release of all of Biaggi's testimony, with the names of those who might be unfairly involved deleted.

As release of the federal grand jury transcript appeared imminent Biaggi turned to television again. Gabe Pressman of WNEW-TV recalled "Basically they asked for the time. We didn't offer it." Under questioning by Pressman, Biaggi conceded that he had indeed invoked his "constitutional right" and declined to answer some questions. Two days later the grand jury transcript was released and it showed Biaggi had declined to answer questions 17 times.

Biaggi's handling of the denials is a major campaign issue even today as the 55-year-old former hero police officer campaigns in a bitterly-fought four-way primary race. Only this week a voter told him to his face at a campaign rally: "You did a dumb thing you know, taking the Fifth amendment and denying it—a dumb thing."

Civil liberties issue

Other issues have been raised. The American Civil Liberties Union protested the disclosure and release of grand jury testimony. A veteran political reporter for the *Daily News* says bluntly: "Biaggi's civil liberties were violated. It was probably the biggest violation of civil liberties ever. Someone in Seymour's office most likely leaked the information about Biaggi's testimony. Biaggi told me the Rockefeller Republicans are responsible." (Biaggi's campaign manager, former *Daily News* picture assignment editor, Mortimer Matz, says Biaggi isn't angry at the reporters who pestered him about his testimony. "The press is not the instigator. Someone else is. Someone else wished to leak what took place in the grand jury room," he said.

Editors in New York City are pleased over the developments in the Biaggi disclosures. Richard Oliver, an assistant city editor at the *Daily News*, observes, "I don't think there would have been any release of grand jury testimony if Biaggi had not took the tack he did." *Newsday*, a Long Island newspaper, had also been looking into tips about Biaggi's background. Ernest Volkman, national news editor, believes the Biaggi campaign stories "underscore the role the press really ought to play—keeping the dealer honest. W. C. Fields used to say 'I trust my mother, but I always cut the deck.' The only institution that has to do that is the press."

Leads were investigated

The *New York Times* reported that its first examination of Mr. Biaggi began after his election in 1968 to the House of Representatives. Wren, in a background article on the investigation, reported on May 20: "Investigative reporters, who are assigned specifically to run tantalizing leads to ground, can invest weeks and even months in a story that never quite pans out." Charles Grutzner, an investigative reporter who retired from the *Times* in 1971, looked into unconfirmed rumors about Biaggi in 1969 and 1970. The material, which was unconfirmed, was not published. In 1972 Martin Tolchin, another Times reporter, developed a published story which disclosed that Biaggi had been among witnesses questioned by the federal grand jury looking into introduction of private immigration bills in behalf of aliens.

Arthur Gelb, metropolitan news editor of the *New York Times*, sees the Biaggi stories and aftermath as a case of "good investigative reporting in the public interest." He adds, "The public has a right to know virtually everything about a mayoralty candidate. It's the second most important office in the U.S. The newspaper has a duty to let the people know about a person running for that office."

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Ed Swietnicki joins Editor & Publisher

Edward M. Swietnicki, a former columnist and business editor of *The Knickerbocker News-Union Star* in Albany, has joined EDITOR & PUBLISHER.

He worked as a police reporter and Sunday feature editor for the *Montgomery Advertiser* in Alabama and as a copy editor for the *Schenectady Gazette* before joining the Albany newspaper as a reporter in 1958.

He has freelanced articles for the *New York Post* and the Dow Jones financial news ticker service. He is co-author of a chapter in "Mental Health: Urban Social Policy."

A graduate of C.C.N.Y. in New York City, he began his newspaper career in 1954 as a copy boy for the old *New York Journal American*.

Judge upholds newsmen on protection of sources

A Georgia judge upheld the right of newsmen to protect sources in a ruling that a law firm, Nicholson and Fleming, could not force Jay Mann, of WJBF-tv in Augusta, Ga. to disclose his sources.

The case concerned a television broadcast about gambling raids on a local building that housed the law firm. The judge endorsed "the God-given right and constitutional guarantee to pursue a career without being hampered."

Government regulation hit at ad agency conference

Government regulation of advertising came under fire at the 56th annual meeting of the American Association of Advertising Agencies last week.

John Crichton, AAAA president said "We live in a time when government regulation is fashionable, despite the results.

The creation of new bureaus and commissions, at federal, state and local levels, is a "cottage industry."

But he said, the bureaus and commissions "complicate life without improving it."

Crichton cited Federal Trade Commission cases against major advertisers and noted that several have been "shot down" by FTC administrative trial judges. "It looks as if where an an advertiser has the will and the means—and the guts and the money—he can win his case."

But this puts a burden on the smaller advertisers and agencies, he said.

Crichton added "frequently in a government we meet the notion that advertising is admirable when it's informational, and despicable when it's persuasion. Usually, the persuasion gets translated mysteriously into manipulation."

However, despite problems and previous predictions, business has tripled for 4A members in the last 17 years, Crichton said. 4A agencies account for 75% of all advertising placed through agencies and volume has reached $6.8 billion in the U.S.

Doom predicted

Crichton said that 17 years ago at the 4A annual meeting, agencies were predicting doom, expecting a proliferation of house agencies and attacks on the agency commission structure. But commissions still account for about 75% of agency income.

Crichton, said, however, that the 4A did feel "impelled to take steps to prove agency financial practices." The steps taken include setting up a counseling service for member agencies, a review of all member agency financial statements and a new financial manual to be explained in a series of workshops.

Crichton added "We have an obligation to make clear that the agency record of payment to media, under all circumstances, is a good one . . . sometimes, there is a tendency to confuse the problem of late pay with bad debts."

Government was a major topic of discussion for several other speakers at the annual meeting. The speakers included *New York Times* columnist James Reston, poet James Dickey, *Ms.* magazine editor Gloria Steinem, former CBS president Frank Stanton and Batten, Barton Durstine & Osborn president Tom Dillon.

Dillon charged that the FTC "stacks the deck" against advertising. The current FTC system, he said, is "a very unsatisfactory and inequitable method of regulating advertising."

Dillon said that charges of false advertising often are "released to the press without warning to you or to your attorneys." He added that advertisers' rights in FTC procedures were inadequate.

"You have no right to face your accusers and you have not been allowed to testify before the body that accused you. You have not been allowed to call witnesses or submit a brief or memorandum. You do not even know the date or the hour on which judgement will be made. The FTC acting in secret as prosecutor, judge and jury, announces presumption of your guilt with all the weight of the U.S. government."

Dillon added that although "you will get a hearing before the full commission of the FTC, if you choose to have one . . . you are getting a hearing from the same prosecutors, judge and jury that have already presumed you were guilty and already fixed your sentence."

Dillon called for an overhaul of the FTC procedures.

Bayard Hooper, an associate of pollster Louis Harris, noted that consumer faith in American business was declining. Harris studies showed that 11 of the top 21 service industries in the U.S. were rated unsatisfactory by more than 50% of the population.

Consumers want protection

Hooper added that while the reputation of American-manufatured products was declining, expectations are rising. Over two-thirds of those interviewed in the Harris study saw a need for strong unions of consumers and that these consumers no longer feel government is the "primary source of protection for the consumer." The more affluent, particularly, look to Ralph Nader, as a consumer leader.

Hooper was followed by *New York Times* columnist James Reston. Reston called the Watergate affair "stupid, clumsy, illegal, unnecessary, an avoidable disaster and tragedy, unrelieved even by the human weaknesses of greed or lust."

Reston said that the Nixon administration had become increasingly isolated and when confronted with press criticisms "his (Nixon's) response was not to answer the criticisms, but to attack the credibility and even the motives of his critics."

Newsweek editor Osborn Elliott also dealt with the Watergate and attacks on the Press. Under the Nixon administration, Elliott said "For the first time in the history of this country the press was legally restrained from printing a story . . . Reporters were subjected to a rainstorm of subpoenas . . . local tv stations were put on guard with the warning that it should be their job to monitor and censor network offerings."

Democracy betrayed

Elliott said the Watergate conspirators "betrayed the democracy and poisoned the atmosphere in which free institutions, such as magazines and the rest of the press, must function.

While praising the *Washington Post*, Elliott asked "how much pride can most of the press take in the recent revelations? We should remember that out of fully two thousand working journalists on the Washington scene, nor more than a handful—a dozen or so—were seriously at work on the Watergate story until the dam began to burst."

However, Elliott added that "Watergate has established once again that the old journalism is the real journalism—that old-fashioned brand of hard-digging, source-chasing, fact-checking legwork and mindwork was, after all, what finally lanced the boil."

Former CBS president Stanton also commended the investigative reporting that led to the breaking of the scandal adding "never underestimate the enormous stake in a press that is strong and free."

However, he also warned of "potentially lethal" attacks on the communications industry. One such attack, he said, is counter-advertising.

He said responsibility for product advertising "rests directly on the shoulders of management and nowhere else."

Steinem asked the agency members to "question many, many of our perceptions." She added that "loyalty and support are offered to advertisers who advertise to people."

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FTC begins crackdown on local ad claims

In a memo sent to all 11 regional offices of the Federal Trade Commission, the Commission instructs the regional directors to take a hard line toward local advertising abuses.

The Commission told each regional office to develop by May 30 as "a special, high-priority project," ten solid advertising abuse cases. According to the Commission, the development of ten cases in each region is designed as an initial test of the offices' ability to "discover and promptly investigate" abuses. The Office of Legal Coordination will use the results of the test to recommend to the Commission the "scope and nature of future enforcement efforts."

The first order originating from a regional office was issued at 27 Washington, D.C. furniture dealers on May 16. The dealers have 20 days to substantiate advertising claims.

Michael Vitale, director of the Washington, D.C. office, said the FTC has no reason to believe the companies have violated the law.

Among the claims for which proof is sought are:

Fradkin Bros. claim that they "will not be undersold;" Korvettes' claim of "free delivery" (they are asked to prove that customers who don't have the furniture delivered pay the same price as those who do); and York's claim that it delivers in-stock items within 72 hours of purchase.

This order, in addition to being the first from a regional office, is the first directed essentially to local advertisers.

Talks drag on in N.Y. for new 3-year contract

By Mark Mehler

Bertram Powers, president of New York Union No. 6 of the International Typographical Union, told E&P this week that "we're not even close" in negotiations for a new three-year pact with New York's three major dailies.

Powers said the talks with the *Times*, *Post*, and *Daily News*, have not progressed beyond secondary or non-economic issues such as vacations and assigning day and night work. But even on these issues, he said, "we are far away." Separate talks with the *Long Island Press*, he said, were also "going nowhere."

Powers expressed no optimism for an early settlement and hinted that talks would probably continue well into the summer. He did not rule out the possibility of a strike or a lockout, but said there was more likelihood of the latter. The old contracts expired March 30.

Seek own contract

The one thing he was firm on was that the ITU would not accept the same contract agreed upon by the Mailers, the only one of New York's 10 unions to settle. "The publishers are trying to cram that contract on us, but it is totally unsatisfactory," he asserted. "The Mailers have their own needs . . . we must negotiate a contract according to ours."

He gave some background to illustrate the situation. "In the old days we had one-year contracts, which provided constant updates and improvements in the contracts. Now, with multi-year pacts, it is imperative we improve as much as possible, since we will have to live with it for three years."

He warned against treating secondary issues lightly. "Just because they are called secondary, doesn't mean they are not important." He said it was important that these issues be cleared up completely before getting into heavy issues of automation and wages. "Experience tells us that once we get off these issues, we won't be able to get back to them . . . plus the fact that if we can clear up these secondary matters, it will help create a better atmosphere for future negotiating."

He stressed the point that the publishers did not seem to be serious in their efforts to reach an agreement. He lamented the fact that even after years of co-existence, the publishers have yet to fully accept unions. "They recognize our existence, but they don't accept us . . . this is not only in New York, but throughout the country . . . for example, newspapers are the only industry I know of that recruits professional strike breakers on a national basis . . . guys travel across the country working at striking newspapers." He regretted the postponing of an agreement on automation implicit in the last contract. "It will be bad for newspapers and unions if we don't reach an agreement this time." He foresaw the eventual need for some exertion of "pressure" on the papers. "This is standard in these negotiations," he said.

As far as future talks on automation and wages, Powers would not comment specifically. He rejected any connection between a recent contract with the commercial printing industry and the newspapers. "It's a completely different situation . . . first of all, the commercial industry competes on a national level, and second, the commercial printing people are practical business people . . . you can sit down with them and talk about substantive issues . . . with the newspapers, we have yet to be able to do that."

The pact with the commercial employer at the Composing Room shop provided for a new system of fully automated typesetting, utilizing optical character recognition through laser beams, and video editing terminals. All ITU members are protected from layoffs as a result of the new processes. The employers agreed to contribute 1% of payroll to automation.

In the newspaper talks, the original figure cited by Powers was 5%. Asked about that, Powers said the 5% was only "a negotiating figure." He said the union might be willing to forego the special automation fund entirely if the papers give in sufficiently in other areas.

He said the major issue, and the one that makes the New York negotiations unique in the country, was the issue of substitutes (ITU members who work on Sunday papers-3 days a week, and often filling in for sick members on the other two days). "No place else has the large number of substitutes we have," (10-15% of work force) These are not 'casuals' . . . these are guys whose sole income derives from typesetting . . . often they work 5 days a week, all year round. The employers have told us that any agreement would include all 'regulars' . . . unfortunately, they reserve the right to define the word 'regular' . . . " He said the commercial industry, which employs 4,500 of a total 7,000 typesetters, does not generate enough jobs for subs to alleviate the problem.

He said he was familiar with the San Francisco pact (E&P Jan. 27) dealing with jurisdiction over new equipment, but again brushed aside notions that the two situations were analogous. He said that when the talks get down to automation, he would set up a special communications link with the ITU membership giving them run-downs of the talks. "We usually don't do this until after the pact is signed, but because of the intense interest of the membership in automation, we want everyone kept aware of developments as they happen."

Higher wages

Regarding the other major issue, wages, Powers would not quote any figures, but said the printers were after "substantial increases." He told this reporter to take a look at the latest wholesale price index figures, meaning the printers were seeking a wage increase comparable to price increases.

He said the issue of jurisdiction has created no hostility between ITU and Guild, which "historically have had a close working relationship."

The ITU president concluded by rejecting claims that he was responsible for driving at least one newspaper out of business. "This is a world-wide trend, the decline in number of newspapers," he said. Advertisers simply won't advertise in more than one daily in any area . . . for example, between the New York Times and *Tribune*, advertisers chose the Times . . . in Miami a few years ago, there was no union, and still a paper was eliminated."

Asked if that criticism irks him, Powers replied, "I don't let it bother me, I know it's not true."

Powers was elected last week to a new six-year term as ITU Local No. 6 president. He denied that he was seeking the International presidency, now or ever. "This is where the action is," he said, "my kind of action, anyway."

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UPI orders high speed computers for bureaus

Start of a project that will bring all U.S. bureaus of United Press International into UPI's Information Storage and Retrieval system was announced May 23 by Roderick W. Beaton, president.

A contract has been awarded Data Dimensions, Inc., of Greenwich, Conn., for development and implementation of the regional IS&R system. DDI designed the present IS&R system.

On March 6, 1972, UPI began using its computer-based international IS&R system which permits editors in New York, Washington and Chicago to edit national and international news circuits. Input to the international system comes from bureaus throughout the world.

The regional system, to be completed late in 1974, will permit state and division headquarters in the U.S. to use the same technique as is used on national and international newsdesks.

Video terminals and high-speed communications links will replace Teletype machines and, in many cases, typewriters in all domestic bureaus, Beaton said. About 100 UPI bureaus will be affected.

Heart of the system will be two Univac Spectra 70/6 computers to which all UPI bureaus will be linked.

Instead of writing a story on a typewriter and having it typed on a low-speed Teletype circuit, writers will compose on video terminals and file at high speed into the IS&R computer. Editing and rewrite desks will retrieve stories for their wires, edit or rewrite, and file the polished version back into the computer with codes to determine on which circuit it will appear.

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Two more for parade

The *Santa Ana* (Calif.) *Register* will begin distribution of *Parade* as its only syndicated Sunday magazine on July 1, 1973. On August 5, 1973 the *Sunday Record*, Middletown, New York will also add Parade as its only syndicated Sunday magazine.

Minneapolis S&T issues first public $ report

The Minneapolis Star and Tribune ompany had basic earnings in 1972-73 of 6,680,000, according to a report made to tockholders and the board by chairman ohn Cowles, Jr.

It was the first time in the company's istory that the financial status of the ompany had been made public.

Cowles, in releasing other financial gures, said there now are 150 employes who are stockholders in the newspaper ompany and its various subsidiaries.

Reason for releasing the report was hat there now are many stockholders who re unable to attend meetings and it was ecided to distribute a written financial tatement.

Cowles reported that net operating earnings of the company, including all subsidiaries, for the fiscal year which ended in February amounted to $5,615,000, compared with $5,348,000 in the previous year.

Operating revenues in the 1973 fiscal year were $93,057,000, compared with $82,116,000 a year ago.

"Although operating revenues increased 13.3 percent," Cowles said, "operating earnings net after taxes increased only five percent—so that operating earnings as a percentage of operating revenues actually declined from 6.5 percent to 6 percent. In short, increased costs ate up almost all of the additional revenue."

Other earnings

Other earnings (Dividends, interest, capital gains, minority interests, etc.) accounted for $1,065,000, making the company's basic earnings last year $6,680,000, against $6,289,000 the previous year.

Extraordinary items (such as sale of real estate) and equity interest in undistributed earnings of partially owned companies made the company's total net earnings $7,412,000 last year, compared with $6,926,00 the previous year.

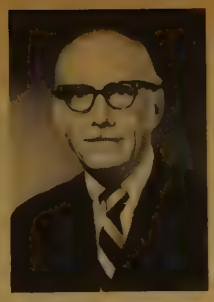
Operating divisions and subsidiaries of *Minneapolis Star* and *Tribune Co.*, include the Minneapolis newspapers, daily newspapers in Rapid City, S.D., and Great Falls, Mont.; weekly newspapers in the Denver, Colo., and Baltimore, Md., metropolitan areas; a television station in Wichita-Hutchinson, Kan.; *Harper's* Magazine; Harper's Magazine Press, New York, public opinion research firm; Steve Sohmer, Inc., New York, sales marketing and consulting firm; Country Music, New York, national monthly magazine, and One Hundred-Twelve, Inc., suburban Minneapolis real estate development firm managed by IDS Properties, Inc.

The company also owns minority interests in Midwest Radio-Television Inc. (WCCO radio and television stations in Minneapolis-St. Paul), and in Harper and Row, Publishers, Inc., national book publishing firm headquartered in New York.

Several changes of officers, directors and executives were announced following



Silha



Smith

the annual meeting of stockholders and the board of directors on May 16.

John Cowles, Jr., was re-elected chairman of the board of directors.

Otto A. Silha, executive vice-president of the company and publisher of the Star and the Tribune since 1968, was elected president, succeeding Cowles in that position.

Robert W. Smith, vicepresident and associate publisher of the Star and the Tribune since 1972, was named publisher of the Minneapolis newspapers.

Howard W. Mithun retired as vicepresident, secretary and general counsel and was succeeded as secretary of the company by Norton Armour, who was assistant secretary. Mithun will continue with the company through December and was re-elected to the board of directors.

Joyce A. Swan retired as vicechairman of the board of directors and was succeeded in that office by David Kruidenier, president of the Des Moines Register and Tribune Company. Swan will continue with the company through December and was re-elected to the board of directors. He is president of Rapid City (S.D.) Journal Company and Great Falls (Mont.) Tribune Company, subsidiaries of the Star and Tribune Company.

Robert Witte, formerly vicepresident for administration, was appointed vicepresident for corporate development.

Kingsley H. Murphy, Jr., Orono, was elected a new director; Murphy's grandfather, William J. Murphy, was publisher of the Minneapolis Tribune from 1891 to 1918 and his great-uncle, Fredrick E. Murphy, was publisher of the Tribune from 1921 to 1940.

Re-elected to the board of directors, in addition to Mithun and Swan, were John Cowles, Sr., who retired as chairman of the board of directors earlier this year; Cowles, Jr.; Kruidenier; Silha and Witte.

Continuing in their present capacities will be Gale Freeman, vice-president and associate publisher; Robert C. King, editor of the Star; Charles W. Bailey, editor of the Tribune; Harold E. Hughes, vicepresident and advertising director; and Richard I. Halvorsen, marketing director; as well as Bower Hawthorne, the company's vicepresident for public affairs, and William R. Beattie, treasurer of the company.

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JWT declares 25¢

J. Walter Thompson Company has declared a quarterly dividend of 25 cents per share on common shares of the company, payable August 24, 1973, to shareholders of record at the close of business July 27, 1973.

Past Week's Range of Stock Prices

	5/16	5/23
NEWSPAPERS		
American Financial Corp. (OTC)	13	12½
Booth Newspapers (OTC)	17½	17¼
Capital Cities Com. (NYSE)	44⅝	41¾
Com Corp. (OTC)	4½	4¼
Cowles Comm (NYSE)	6½	6
Dow Jones (OTC)	32½	30¾
Downe Comm (OTC)	2½	1⅝
Gannett (NYSE)	38⅛	36¾
Harte Hanks (NYSE)	12⅛	10¾
Jefferson-Pilot (NYSE)	59½	57¾
Knight (NYSE)	41⅜	38⅝
Lee Enterprises (AMEX)	15	13⅜
Media General (AMEX)	35¼	32½
Multimedia (OTC)	22	19¼
New York Times (AMEX)	12¾	12
Panax (OTC)	5¾	5¼
Post Corp. (WISC.) (OTC)	11	11
Quebecor (AMEX)	15¾	14½
Ridder Publications (NYSE)	18⅞	16⅞
Southam Press (CE)	30	28
Speidel (OTC)	11¼	10¾
Thomson Newspapers (CE)	12½	11¾
Time Inc. (NYSE)	36¼	34½
Times Mirror (NYSE)	18¾	18½
Toronto Star (CE)	21¾	20
Washington Post (AMEX)	26⅜	23⅜
SUPPLIERS		
Abitibi (CE)	10½	9½
Addressograph Multi. (NYSE)	15⅞	13¾
Alden Electronics (OTC)	1	1
Altair (OTC)	4	3¾
Anglo-Canadian (CE)	7½	7⅜
Ball Corp. (OTC)	16½	12¾
B. C. Forest (CE)	16⅛	15½
Berkey Photo (NYSE)	11⅜	9⅝
Boise Cascade (NYSE)	10¼	9½
Compugraphic (AMEX)	24⅝	20⅛
Compuscan (OTC)	6⅛	5⅜
Crown Zellerbach (NYSE)	26¼	27
Cutler-Hammer (NYSE)	32¼	27¾
Dayco (NYSE)	16⅛	15⅝
Digital Equipment (NYSE)	84	79¾
Domtar (AMEX)	19½	16¾
Dow Chemical (NYSE)	50	51¾
Dymo (NYSE)	17⅝	14¾
ECRM (OTC)	7½	6¼
Eastman Kodak (NYSE)	131½	128⅜
Ehrenreich Photo (AMEX)	9	8⅜
Eltra (NYSE)	29⅜	28¼
General Electric (NYSE)	59⅛	56⅝
Georgia Pacific (NYSE)	32¾	31¾
Grace, W. R. (NYSE)	23¾	22½
Great Lakes Paper (CE)	21	19¾
Great No. Nekoosa (NYSE)	45¼	43⅜
Harris Intertype (NYSE)	30⅛	28¾
Inmont (NYSE)	8⅜	7⅜
International Paper (NYSE)	37⅝	37½
Itek Corp. (NYSE)	26¼	23¾
Kimberly Clark (NYSE)	42	42⅜
LogEtronics (OTC)	4⅝	4¾
MacMillan, Bloedel (CE)	28⅜	27½
Milgo Electronics (AMEX)	19	16¾
Millmaster Onyx (AMEX)	9⅝	8¼
Minnesota Min. & Mfg. (NYSE)	81¾	80⅜
*Photon (OTC)	—	—
Richardson (NYSE)	12⅝	11⅝
Rockwell Intl. (NYSE)	26⅞	27
Singer (NYSE)	54¼	50⅞
Southland Paper (OTC)	16⅜	15
Southwest Forest Ind. (NYSE)	8¾	8⅝
Sun Chemical (NYSE)	19¼	17½
Wheelabrator-Frye (NYSE)	12⅞	10⅜
White Consolidated (NYSE)	14	12½
Wood Industries (AMEX)	13⅜	11¼
ADVERTISING AGENCIES		
Doremus (OTC)	5½	5
Doyle, Dane, Bernbach (OTC)	15	13¾
Foote, Cone, Belding (NYSE)	9⅛	8¾
Frank, Clinton E. (OTC)	7½	5¾
Grey Advertising (OTC)	10½	8½
Interpublic Group (NYSE)	17	14¾
Needham, Harper & Steers (OTC)	11	10¾
Ogilvy, Mather (OTC)	16	15½
PKL Co. (OTC)	1⅛	1⅛
J. W. Thompson (NYSE)	15⅝	14⅛
Tracy-Locke (OTC)	5½	5½
Wells Rich Greene (NYSE)	10	11⅛

*Trading suspended 3/26-5/24.

Love trees campaign

The *Cincinnati Enquirer* was cited by the Arbor Day Foundation as J. Sterling Morton award winner in the newspaper category for its drive to re-establish Arbor Day as a holiday. The campaign included sponsorship of an essay contest on trees, giving away trees, awards for best poster designs, and special encouragement of local Kiwanis participation.

Newsprint mills increase shipments, not capacity

After a long period of relative idleness brought about by decreased earnings, the Canadian newsprint industry is again operating at or near full capacity. Nevertheless, despite improving earnings in late 1972 and early 1973, industry leaders say the present rate of return is still below the level necessary to provide for desired capital investment. Without it, capacity will not grow.

According to the Newsprint Information Committee, the reason no new newsprint mills are starting up today, is the pessimistic outlook of investors in 1971. (estimating a period of 2 years for building and installation).

"Newsprint demand is static, the market is soft, and newsprint mills are having difficulty recouping even part of sharply increased production costs," said one Canadian economist in March, 1971. "This combination of factors is a classic forerunner of eventual newsprint shortages. Low profit levels of the mills prohibit new construction and delay modernization," the current issue of *Newsprint Facts*, reports.

Decreased earnings

Other sources reported declining value of the U.S. dollar vs. the Canadian dollar was costing newsprint manufacturers $8-$9 per ton on U.S. sales. Annual reports showed some companies had decreased earnings of up to 95% for 1970.

By end of March, 1973, Canadian mills operated at 94.5% capacity for the first time since 1966. For most of those years, the U.S. mills have operated at or above that rate. First quarter shipments to the U.S. ran 26.1% above the 1972 period.

The current strategy is to "maintain a sensible long-term balance between supply and demand" with operating rate near capacity, says one million-ton company president. Although earnings are still inadequate, increased shipments "put us in excellent position to add increments of capacity at existing mills, through machine improvements and rebuilds," he says.

The president of another million-ton-producing company was not as optimistic. "Over the next two or three years, investments of $70-100 million necessary for new modern mills will be very rare, because on the basis of current earnings, no banker is going to lend that kind of money."

The Canadian Pulp and Paper Association, while predicting substantial increases in total productive capacity for sulphate pulp, linerboard, and boxboard, expect newsprint capacity to rise only 1.1% annually through the 1973-1975 period. This as compared to 3.1% average yearly rise since 1952.

One factor hindering the growth of earnings is increased expenses for anti-pollution systems. A large Ontario paper mill expects to operate 24 hours-a-day, seven days a week, and still lose money. A new $7.2 million system to remove color and foam from its liquid effluent is at least partly responsible. The new installation treats liquid waste through evaporation and burning.

The advice given publishers by ANPA and other organizations is to continue accepting monthly deliveries at the rate of ½ the paper's annual requirement. With mill inventories at such a low level, newsprint shipments will not be deferred to the months of greatest consumption (July-Dec.) as they were in 1972.



CHINESE JOURNALISTS—UPI Foreign Editor Wilbur G. Landrey, left, gets off a quip which amuses Chu Mu-chih, director of Hsinhua News Agency, at informal conference which followed a breakfast and tour of UPI headquarters. The China-mainland newsmen had their breakfast with several top U.S. news executives. At far right is Roderick W. Beaton, UPI president. On his right is James Pusey of the National Committee on U.S.-China Relations and son of the former president of Harvard University. Pusey served as interpreter. The group is touring the U.S. under the auspices of the American Society of Newspaper Editors.

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Md. publisher charged with phone harassment

Annapolis (Md.) Mayor Roger Moyer has charged Philip Merrill, publisher of the daily *Annapolis Capital*, with making verbal assaults and threats over the telephone.

Moyer obtained a summons in Anne Arundel County District Court alleging that Merrill committed a misdemeanor during the early morning hours May 9, placing three separate and "abusive" telephone calls to him. Upon conviction, the charge could bring a maximum sentence of $500 fine and/or a three-year jail sentence.

Moyer acted alone in filing his charges.

The calls allegedly resulted from Merrill's objection to a City Council decision to insert election advertising in the *Anne Arundel Times*, a weekly.

The complaint, dated May 10, charges Merrill with making "repeated phone calls . . . with the intent to annoy, abuse, harass, or embarass the said Mayor Moyer, by the use of vile, obscene and threatening remarks."

4A to improve public view of ad business

The American Association of Advertising Agencies is launching a nationwide program to increase public understanding of the advertising business.

The program was announced at the 4A's Annual Meeting at The Greenbrier, White Sulphur Springs, West Virginia, by James J. McCaffrey, retiring chairman of the 4A's, and chairman of McCaffrey and McCall, Inc., New York.

The program was developed by the 4A's Public Relations Advisory Committee headed by Harold Burson, Chairman of Burson-Marsteller, and will be administered through local 4A Councils throughout the country.

Each Council will establish a speakers' bureau to supply speakers to local business groups, women's and professional groups, as well as high school and college student groups.

"We have too often tended to 'preach to ourselves'—to use our own meetings or allied conventions as a platform to talk to ourselves," McCaffrey said. "The real need is to go outside and present the facts about ourselves and our business to interested groups throughout the country. We hope to make 200 speeches a year before local audiences," he added.

The program will start in July. Speakers will discuss the economic and social benefits of advertising with emphasis on those aspects relevant to the audience being addressed. A film, "Stalking the Wild Cranberry: The Making of a Television Commercial," will give audiences an inside view of how a television commercial is produced.

"If the press is not free, . . . it makes no difference under what form of government you live, you are a subject and not a citizen."

—U. S. Senator William E. Borah

San Francisco Chronicle

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Metro-reader, a high-performance OCR with unique laser scanner, and the Metro-set high-speed phototypesetter are our first two products. We think you'll find they're just what you had in mind. And we invite you to the MGD booth #930 at the ANPA Show in New Orleans to take the first look.

What you won't be able to see there, but will certainly appreciate, is the MGD service team. Trained and ready long before the first unit was installed, our customer service team will provide the kind of service you expect from the company which combines total printing experience with an open circuit to the future.

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Depressed newspaper stocks seen as temporary condition

By Mark Mehler

Bernard H. Ridder, Jr., director and president of Ridder Publications Inc., while bemoaning the drop in Ridder stock, nevertheless told stockholders attending the company's 31st annual meeting in New York May 21 that he views the current decline as temporary.

"We in management are considerably displeased at the drop in Ridder stock," he said. "But, we are not unique . . . newspaper stocks in general are taking a beating . . . only Gannett (31) has maintained a high price-earnings ratio, and even they have suffered a decline. We believe that this condition is a temporary one, and we view the remainder of the year in a favorable light."

He said the company's low p-e ratio of 12 was consistent with other newspaper groups, such as the New York Times (10), Harte-Hanks (9), Los Angeles Times-Mirror (13), and the Washington Post (11).

Going over the annual report, Ridder cited constraints imposed under the Economic Stabilization Act and increased production costs resulting from conversion to automated cold type composition, as reasons for modest earnings. He said the move to automation would continue through this year, but that "most of these costs are behind us." He said the *Long Beach Independent* and *Press-Telegram*, which underwent the heaviest production conversion, is already beginning to show substantial savings. Regarding economic policy, Ridder said Phase III would raise the company's profit level by using 1971 as a base.

He assured all stockholders that the company was not interested in acquiring new acquisitions just for the sake of enlarging operations. He said "selectivity" was the key word, and gave the newly-acquired *Wichita Eagle* and *Beacon* Publishing Co. as an example. He said the Eagle and Beacon, with a combined circulation of 185,000, claims to rank 1st in the nation in % of metropolitan coverage. "We have no figures to substantiate this claim," he said, "but we believe it to be true."

At the meeting, votes were taken on the election of 15 directors and on a stock option plan for executives.

The nominees, all of whom received 7,201,065 proxy votes, were: Bernard H. Ridder, chairman of Board of Directors of the Company Emeritus; Bernard J. Ridder, chairman of the board; Bernard H. Ridder, Jr.; Walter T. Ridder, vicepresident; Ben V. Schneider, financial vicepresident and treasurer; Eric Ridder, vicepresident and secretary; Joseph Ridder, vicepresident; Daniel Ridder, vicepresident; Robert Ridder, vicepresident; Myles Amend; Charles de Bretteville; Clark Clifford; Louis Menk; Lee Owens; and W. J. Pennington.

The stock option plan, proposed by the board as a "tool to attract and keep" valuable personnel, was approved 7,181,457 to 23,077. The plan provides for a grant of options to purchase up to an aggregate of 150,000 shares of the company's common stock, $.50 par value, until February 19, 1983. The options will be granted to "key employees," to be identified by the board. No officer or director shall be eligible if after the grant, he owns stock possessing more than 5% of the voting power in the company (as defined for purposes of Section 422 (b) (7) of the Internal Revenue Code of 1954).

Ridder concluded the regular agenda by saluting the press on its Watergate coverage, saying that it was a "prime example of the press fulfilling its basic adversary function, although some Wall Street investors probably wish they hadn't."

Questions and suggestions from shareholders dealt with a number of topics. One female shareholder, while lauding the male members of the board for their performance during the past year, suggested the members consider adding a woman to the board. The board agreed to take it up at the director's meeting following the session.

Other questions pointed to shareholders' concern over newsprint consumption and labor negotiations. Ridder conceded that the newsprint situation looked bleak if levels remained constant over the next 6 months. He said production probably would not begin to rise until the price gets to a level investors feel justifies major capital investment. He said increased production could come from the west coast, and from utilization of some newsprint machines currently in mothballs. Regarding labor problems, Ridder was more vague, saying that the New York talks might affect the pattern of settlements throughout the country. He said the wage settlements, which along with automation is a key issue, would depend also on the inflation rate in the next 3-4 months. He foresaw no difficulties in upcoming negotiations in St. Paul, Minnesota. Most other Ridder holdings, he said, are in the middle of long-term contracts.

One final question dealt with possible changes in the Wichita paper. Ridder would not comment, saying the company had only begun to study the paper's operation and any talk about changes in operations or personnel was premature and inappropriate at this time.

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New daily started in Dallas suburbs

The *Lewisville* (Tex.) *Daily Times* published its first edition on May 14. The paper will publish on a controlled circulation basis on Tuesday through Friday and Sunday mornings.

The paper is the third new daily to be started by Ted Rickenbacher, president and publisher of Times-Chronicle Newspapers, in the last four months in the Dallas area. The other two are the *Carrolton* (Tex.) *Daily Chronicle* and *Farmers Branch* (Tex.) *Daily Times*, which went daily in January. A fourth paper, the *North Dallasite*, is a weekly.

The Daily Times, started from scratch, is being printed at the Farmers Branch plant, which also prints the other three papers plus 23 publications not owned by Times-Chronicle Newspapers.

The Lewisville paper, a standard-size format, will cover community events as well as world and national news. Jim Whitfield is managing editor; James L. Echols is executive editor of the group.

The publisher said 4,850 copies of the Daily Times will be distributed daily free to completely cover Lewisville. Each Thursday 9,100 copies will be distributed to include coverage in areas surrounding Lewisville. The combination buy with the other 3 papers in the group gives advertisers 36,100 circulation (midweek) for $1.85 per column inch.

■

Saturation coverage

The *Cleveland Press*, a Scripps-Howard newspaper, is offering advertisers a combination of direct mail and newspaper advertising. The Press retained W. A. Storing of Columbus to provide the duplicated matching service so that advertisers can use space or inserts in the paper and mail selectively to non-home-delivered subscribers.

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EASTON METRO AREA

- E.B.I..... $1,995,458,000
- RETAIL SALES.. 1,013,717,000
- POPULATION..... 550,800
- HOUSEHOLDS..... 178,000

*Sales Management Survey Of Buying Power 7/10/72

We cover this rich, dynamic market with new highs in circulation.

- DAILY COMB..... 127,868
- SUNDAY..... 147,646

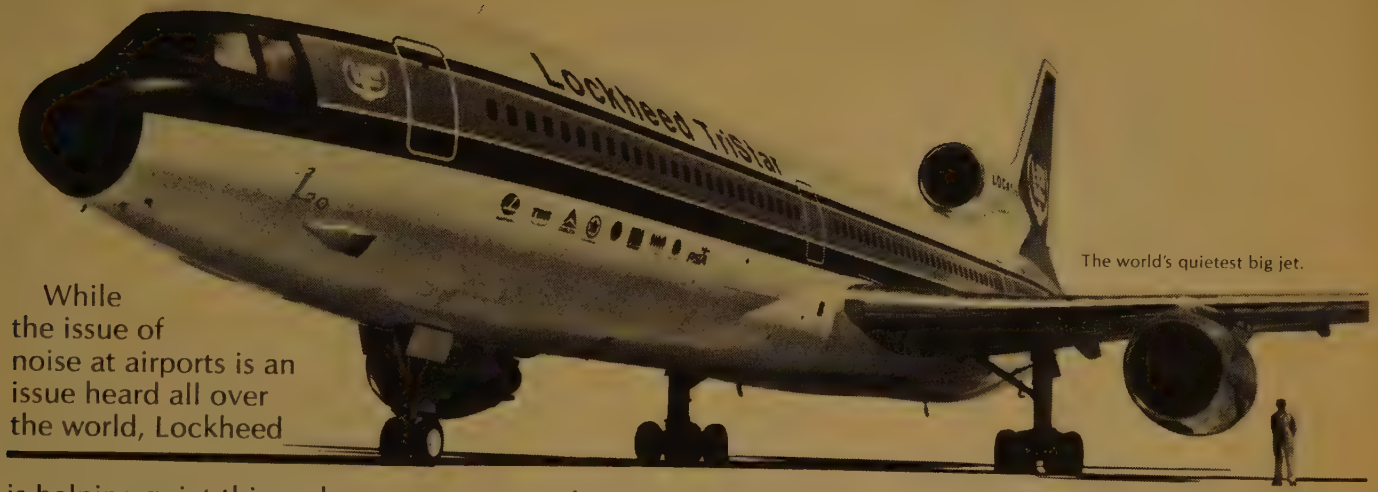
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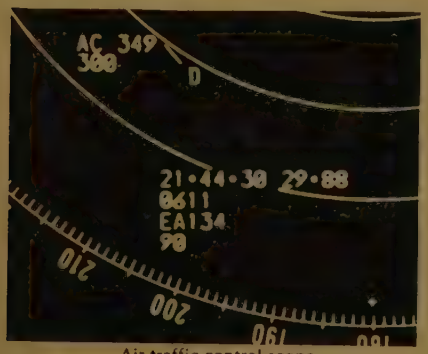


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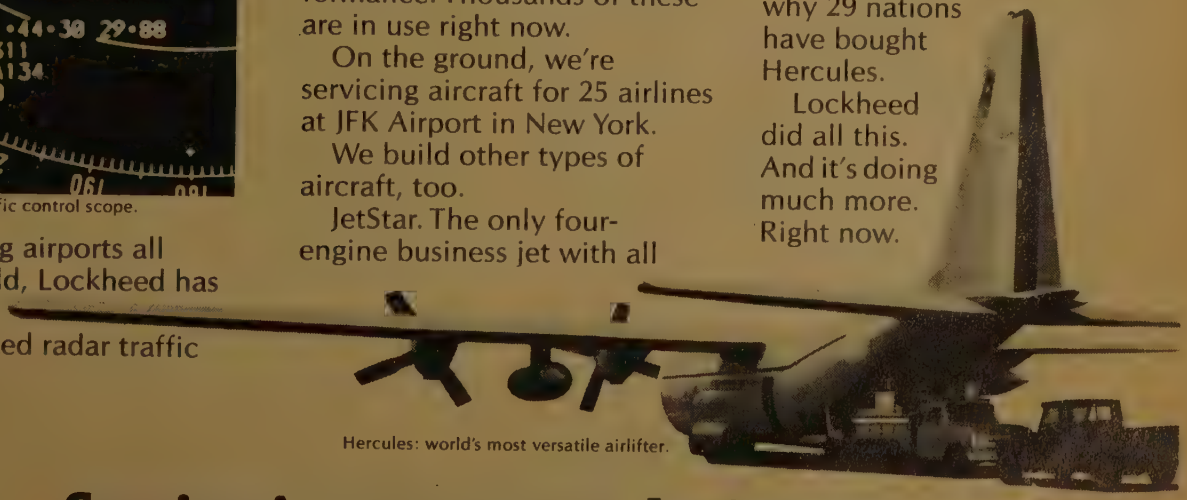
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Weekly editor

By Mark Mehler

NEW PUBLISHER ROUSES YANKEE TOWN

Bill Kirtz views his job as editor and publisher of the weekly *Marblehead* (Mass.) *Messenger* as an up-and-down proposition. "One day you're a big hero in the eyes of the town," he says stoically, "the next day you're a bum again. It's the nature of the business."

The Messenger, serving the small, upper-middle class yachting village on Massachusetts' north shore, is a paper with a long tradition as an advocate of staunch Yankee virtues. In the three years that Kirtz has owned and operated the paper, he has changed its format and in the process garnered nine regional and national citations for investigative reporting.

"We've radicalized the paper in the eyes of many old Yankees, but we've simultaneously delighted the younger, more liberal elements of Marblehead," explains Kirtz.

"Some of the kinds of investigative journalism we've done have gotten us only heat from the community as a whole because it didn't tell them what they wanted to hear. For example, that they were in many ways indifferent to problems in low or middle-income housing (Marblehead is one of the most affluent communities in the state), or that they were religiously-biased, and so on. . ."

In the summer of 1970, two local citizens brought allegations against one of the town's several yacht clubs for excluding Jews and blacks from membership. The two, a lawyer and local activist, contended that the state has the right to withhold liquor licenses from such clubs; in fact, to issue licenses to discriminatory organizations implies sanctioning their positions.

Report both sides

"I went out and talked to the yacht club guys," says Kirtz, "and reported the story from both sides. Most of the club members I talked to said they had never thought much one way or the other about it, but admitted it did exist."

However, the paper did take the editorial position that although discrimination was being practiced, and was indeed a sorry situation, nevertheless it was not a constitutional issue to be decided by the state. Kirtz got it from both sides on this.

"People on one side called me another Lester Maddox, a racist. Guys in the yacht club resented my quoting them. The real problem is that in a small town like this, people don't see the difference between reporting news and making news. People, some of whom I see socially, exerted pressure on me to let it be. But I felt this particular issue was important, not only to Marblehead, but to the rest of the state."

Kirtz talks about the difficulties of maintaining friendships and social contacts and still doing the job. "I have to look at it this way," he says. "Either my friends understand me and accept my role in the community as a newsman, or they're not my friends."

Recently, Kirtz got one of those rare opportunities to be hero instead of rabble-rouser. A Boston paper reported a suicide pact among Marblehead's teenagers, involving as many as 50 youths. The paper quoted an unnamed relative of one of the five Marblehead young people who have committed suicide since 1967 as saying that the five youths were participants in a suicide pact involving the use of drugs.

Kirtz immediately looked into the story and two days after the original article appeared, he published his own account of the alleged pact. Kirtz, to the great relief of the townspeople, charged that the story was a "fabrication," full of unnamed sources, and unsubstantiated allegations.

Unlikely peer group

"The thing that made me suspicious was that the five youths who allegedly concocted this pact in 1967 ranged in age at that time from 12-20 years old. A highly unlikely peer group for such a close-knit enterprise."

Kirtz also criticized the reporters who wrote the original story as putting the police officials in a "when-did-you-stop-beating-your-wife" situation, by calling them, alleging the pact, and then blasting the officials for being reluctant to talk about it.

However, Kirtz feels that somewhere, buried in the morass of rumor and fear, there is a story. "It may not be sensational, but it may help a youngster decide not to follow the same path."

Kirtz noted that the five suicide victims were all from working class backgrounds, in a basically upper-middle class town.

"Perhaps," he says, "they felt alienated or estranged from their colleagues. This is an aspect of the story that was never brought out."

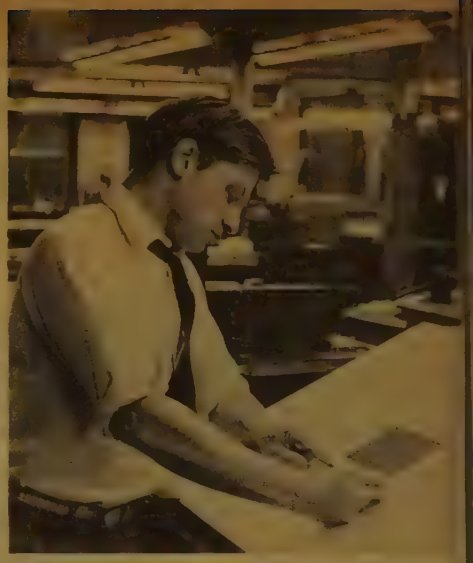
Kirtz came to the 100 year-old paper from a background as police reporter and copy editor for the *Hartford* (Conn.) *Times*, followed by undergraduate school at Trinity College, graduate work in journalism at Columbia, and film and theatre criticism for the *Quincy* (Mass.) *Patriot Ledger*.

For two years prior to buying the Messenger in 1969, he worked as news editor with Radio Free Europe in Munich. He has been a free-lancer, on and off, for such papers as the *Boston Globe*, *New York Times*, and *Christian Science Monitor* ("and whoever else would use my stuff").

Enjoys influence

Aside from the afore-mentioned problems of being a small-town editor, Kirtz enjoys his position as hero-rabble rouser-cynic-what have you. He appreciates the freedom to experiment and influence town affairs, particularly government.

"I have long been an advocate," he says, "of newspapers endorsing candidates. Here, we do extensive, in-depth coverage of selectmen's meetings, and feel we have an obligation to those who don't attend these meetings to tell them what is going on and who we feel is doing the job or not doing it."



Bill Kirtz, editor of the Marblehead Messenger.

This approach, often-imprecisely referred to as "advocacy journalism," is not always popular among the townspeople, but has gained their respect. To research the suicide pact, for example, Kirtz hung around the school for a day and talked to students who are perhaps the only ones "who really know what's going on with their contemporaries."

"I casually struck up conversations with some of them and gradually shifted the discussion around to the pact. They told me it was a lot of nonsense."

This kind of journalism, Kirtz believes, cannot always be found on major dailies. Nor can some of the rewards. Like on the yacht club story. "I felt proud of that . . . I really did," he says.

•

First acquisition

The *Georgetown* (S.C.) *Daily American*, which began earlier this year announced the incorporation of the *Grand Strand Journal*, a Myrtle Beach, S.C. weekly, into United Communications Co., parent company of the Daily American. William Parker, former owner of the paper, is to become a director of United Communications and several Myrtle Beach residents will become stockholders in the firm.

•

Windsor Star struck

Publication of the *Windsor* (Ont.) *Star* was cancelled last Friday (May 11) as a result of a dispute with three unions—Local 274, Windsor Pressmen's Union; Local 553, Windsor Typographical Union; and Local 9 Detroit Stereotypers and Electrotypers Union. The main disagreement is over a union demand for jurisdiction over the retyping of old display ads and some classified ads which a spokesman said is being done by non-union employees.

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Gannett stockholders get a 5-year review

Using the theme, "we've only just begun," Gannett's chairman and president recapped the first five public years for the company and held promise for a successful year and future years to shareholders attending the company's annual meeting here.

Paul Miller, chairman and chief executive, said Gannett appears to be "in another very good year" and spelled out these plans for Gannett's future:

"Remain among those at the forefront in the utilization of even more modern equipment and processes yet to come.

"Continue to meet our responsibilities in the many social problems that rightly demand ever increasing attention.

"Remain aggressively alert for further profitable and useful growth by merger and acquisition; through increased operational efficiency and possibly . . . through related fields, such as other publishing areas, broadcasting or community antenna television, or manufacturing, as in our yet unproven laser project."

Reports were made only by Miller and Gannett president Allen H. Neuharth.

Following the question period, shareholders attended a reception and display of charts and photos illustrating the company's progress during the past five years. Also installed for the meeting was a mini-typesetting operation to demonstrate some of the equipment revolutionizing newspaper production and in use at most Gannett newspapers.

Neuharth, in his report, noted that the average age of the corporate operating committees is 49, and the operating heads of Gannett papers range from 28 to 63 and average 46.

In his remarks, Miller recounted some of the growth facts for Gannett as a public company.

- total revenues advanced 85.7, from $155 million to $288 million—representing an average compounded annual growth rate of 17.1% per year.
- net profits increased 106.5%, from $11.5 million to $23.7 million—an average compounded annual growth rate of 21.3%.
- earnings per share rate of growth 91.8%—a 14% average and 18.4% compounded.
- market value of Gannett stock increased 392%.
- circulation is up 80%, from 1.28 million daily to 2.3 million.
- Sunday circulation is up 168% from 612,000 to 1,640,000.
- number of shareowners has grown from 3,179 to 6,148 and number of shares from five million to 20,474,938.
- number of Gannett employes have grown from 7,000 to 13,500.

Shareholders also elected the 12 incumbent directors to one-year terms. Four other nominations for the board were made from the floor but received only token support.

In a board meeting following, directors declared a regular quarterly dividend of 6¼ cents, payable July 2 to shareholders of record June 18, 1973.

•

Stories dealing with psychoanalysis cited

Charles Gene McDaniel, science writer for the Associated Press, and Patricia Anstett, reporter for the *Chicago Sun Times*, were named winners of 1973 Communications Awards by the Institute for Psychoanalysis.

McDaniel, a previous winner, was cited for stories dealing with the teacher education program at the institute in Chicago and with techniques used by psychologists in Denver treating asthmatic children.

Miss Anstett was cited for a series describing the psychology of growing old.

Both winners will receive $100 cash awards.

▪

First in metric

The *Sun News Pictorial* in Melbourne, Australia is reported to be the first metropolitan daily paper to base their advertising rates on metric rule. Rates in the card are shown at a rate per column centimeter instead of column inch. July 1 is the metric changeover date for print media in Australia.

ROP Color Linage Corrected

The following newspaper ROP color linage data shows linage for newspapers whose questionnaires were received too late for publication in E&P's March 31 Color Issue. Also included below are newspapers whose linage was inadvertently omitted from E&P's multi-millionaires and millionaires listings, due to clerical and typographical errors.

* * *

The following newspapers should be added to the list of "Color Linage Multi-Millionaires":

Syracuse (N.Y.) Post-Standard/ Herald-Journal & American meS	4,535,152

The following newspapers should be added to the list of "Color Linage Millionaires":

Richmond (Va.) Times-Pispatch mS	1,843,302
Battle Creek (Mich.) Enquirer & News eSsat	1,766,856
Logan (Utah) Herald Journal eS	1,679,860
Boston (Mass.) Globe mS	1,563,479
Le Soleil (Quebec) esat	1,496,438
St. Catherines (Ont.) Standard e	1,481,080
Lancaster (Pa.) Intelligencer Journal m, New Era e	1,397,169
Columbia (S.C.) State Record mS	1,395,924
Billings (Mont.) Gazette meS	1,257,808
Baltimore (Md.) Sun eS	1,231,978
Lawrence (Mass.) Eagle-Tribune esat	1,101,620
Tampa (Fla.) Times e	1,086,401
East Liverpool (O.) Review e	1,026,880

The following newspapers' linage was received too late for publication in the March 31 Color Issue:

Hollister (Ca.) Free Lance e ex. sat	94,080
Ft. Collins (Colo.) Coloradoan es ex. sat	672,812
Gainesville (Ga.) Times e ex. sat	709,884
Idaho Falls (Id.) Post-Register m ex. Mon, e ex. sat	693,280
North Adams (Mass.) Transcript esatm	262,360
Salem (Mass.) News e	143,010
Battle Creek (Mich.) Enquirer & News esatmS	1,766,856
Corinth (Miss.) Press e ex. sat	24,080
Pascagoula (Miss.) Press e ex. sat	390,400
Pascagoula (Miss.) Press-Register S	97,600
Holdrege (Neb.) Citizen e ex. sat	84,672
North Platte (Neb.) Telegraph esatm	522,914
Elko (Nev.) Free Press e	14,448
East Liverpool (O.) Review e	1,026,880
Logan (Utah) Herald Journal eS ex. sat	1,679,860
Richmond (Va.) Times-Dispatch m	1,142,646
Richmond (Va.) News-Leader e	993,693
Richmond (Va.) Times-Dispatch S	700,656
Mondsville (W.Va.) Echo e	17,000



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Much as we'd like to, we can't say cotton can end the energy crisis we face for the next decade or so.

The energy used to make cotton and man-made fibers is only part of total national consumption.

But to meet the growing crisis, our policymakers must use every available method to save energy.

One is to maintain cotton as a strong, viable industry.

Cotton, you see, uses only one-fifth the energy it takes to produce an equal amount of man-made fibers. That's from beginning to end and probably is conservative.

What if the cotton industry were abolished?

Well, sir, the energy required to replace cotton would supply the city of Baltimore or Boston or Greater Pittsburgh.

Look at it this way: Enough energy to power 2,500,000 cars.

We all need cotton.

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Mini-daily's circulation stretches around the globe

By Douglas C. Brookshire

If the people of Tryon, North Carolina, have a penchant for anything, it's their unusually fine grapes in reds, whites and blues, their excellent climate and above all perhaps their very own Tom Thumb newspaper, the *Tryon Daily Bulletin*, which claims to be the "World's Smallest Daily Newspaper."

Only 8½ by 11 inches, the tiny publication rolls off the press Mondays through Frldays chock full of local, national and international news, and creates enough interest among Tryonites everywhere to satisfy the curiosity of more than 3,000 persons.

Tryon itself is a strange little town and to know its idiosyncrasies and those who make up its 1,951 persons is to know the little newspaper that has entertained its residents and former residents some 45 or so years.

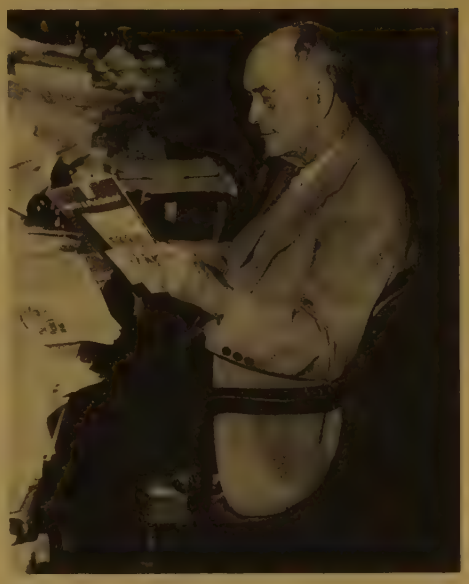
The people who make up Tryon feel that they found it, like it and actually want to keep it as it is. They don't want it to progress or change in any way. What they do want is to keep it exactly as they found it. And to the visitor who sees Tryon for the first time, its good residents have gloriously succeeded in their efforts.

But then, Tryon doesn't need to progress. It may need a little sprucing up once in a while down on Trade Street—a store front or two—but many of its homefolks are from the north and they spend only a part of the time in residence and the rest of the time traveling in many parts of the world.

Family enterprise

Seth Macon Vining, the pioneer journalist who founded the Tryon Daily Bulletin in 1928, when the tiny sheet was only 5½ by 8½ inches long, had combined a hobby with a means of livelihood. At 74 he continues to publish it and says, "The people of Tryon represent all of the states and quite a few foreign lands. They are gifted with all kinds of talents. We gauge the Bulletin to them. These people want hometown news. We stick to the truth—make interesting heads. The spirit of cooperation has made this paper a success."

For example: The Daily Bulletin is a family enterprise and the visitor has only to glance over its list of officers and employes to note how closely, with only a few exceptions, the Vinings are melted into the operation of the publication. Seth Vining, Sr. covers just about the entire Tryon frontier and considers himself buried in his work. "I don't know whether it's raining or shining. That's the way with a lot of newspaper people." In addition to his journalistic activities he pitches in and helps hurry the daily editions to meet a 5 p.m. Post Office deadline. In fact, the veteran newsman does just about anything where his wise counsel and years of experience are needed.



Seth M. Vining, Sr., founder and publisher of the 'World's Smallest Daily Newspaper' at his desk reading the "World's Greatest Trade Paper".

Seth Vining, Jr. is what his dad refers to as the big boss who oversees the Bulletin's publication. He, too, fits into many of the paper's various categories.

Mrs. Gladys Vining, the founder's wife and mother of the editor-manager, handles the Bulletin's bookwork and wraps the papers as they roll from the press. Other bookwork, secretarial assignments, mailing copies of the Daily Bulletin, etc. are the duties of Marjorie Vining, wife of Seth, Jr.

Others who work for the success of Tryon's daily include Charles Barnett, a makeup man, type setter and operator of the press and Marcus Robinson, who also makes up and like Barnett, operates the press. Mrs. Wanda Cash does various office assignments and incoming calls.

The Bulletin operates on what the management refers to as a staggered schedule, making sure that some member of the staff is present in the news office from 7 a.m. to 6 p.m. In order to comply with a strict 40 hour a week assignment for each employe, the newspaper men and women appear for work beginning at 7 a.m., 8:30 a.m. and 9 a.m.

To the outsider, Seth Vining and the Bulletin have grown together in Tryon. The town itself is about as unusual as it is interesting and it enjoys the distinction of being one of the best known small towns in the United States. Many of the nation's top figures have either resided in Tryon or made it their home for seasons through the years. Winters there are extremely mild, due to what Tryonites refer to as a thermal belt that keeps its temperature comfortable during the severe days of the year.



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Member North Carolina Press Assn and Southern Newspaper Publisher s Assn.
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Seth M Vining, Jr Editor and Manager
Seth M Vining, Associate Editor and Publisher

The Bulletin is published Daily except Sat. and Sun. 105 Trade St., Tryon, N. C.

The Tryon Daily Bulletin

Printed in the THERMAL BELT of Western North Carolina

(12 Pages Today)

Vol 46 No 57 TRYON N C 28782 FRIDAY, APRIL 20, 1973 (Price 10c Per Copy)

CLEAN-UP WEEK

Weather Wednesday: high 68, low 35, rain at 6 p.m. Thursday 68

Happy Birthday to Mrs. Lillian Bradley of Peniel Hill, Tryon, who was 95 years old Tuesday. A large number of friends called to wish her Happy Birthday. Mrs. Bradley has her own little heaven with the scenic views of the mountains and the beautifully landscaped gardens of her son and daughter-in-law, Mr and Mrs. Lawrence Bradley. She is also a reader of the Bible and other spiritual literature

This is Easter time and all the churches in this area are expected to be well-attended. Many notices of the various services have been published in the Bulletin and all welcome visitors who wish to strengthen their spiritual life

Serendipity is advertising a special Easter Buffet from 12-2:30. Mrs Gentry's Dining Room which normally serves big dinners on Sunday, will be closed Easter Sunday. Oak Hall Hotel is having a buffet Sunday noon but no evening meal

Celebrate Life a musical drama by Burl Red and Regan Courtney will be presented by the Youth Choir of the Landrum First

Continued on Back Page

School Merger

Thursday's Asheville Citizen reported that the Polk County Board of Education has announced plans to consolidate all seventh and eighth grades in the county school system with the exception of Saluda into a junior high school at Polk Central within the coming school year

Saluda will be omitted because of the hazardous traffic situation of U S 176 When 176 is completed the question of bringing Saluda junior high students to Polk Central will be reconsidered

Mr Cromer is quoted as saying the merger has been made possible by the new vocational facilities at Polk Central and the new department will provide a more complete program for the affected students

Senior Citizens Meet Monday

The Senior Citizens of Polk County will meet Monday at 6 p.m at the Columbus Baptist Church The Polk Central High School Band will present the program.

GOOD SHEPHERD EASTER SERVICES

Today, Good Friday, at the Episcopal Church of the Good Shepherd Evensong and Litany at 7:30 p.m with Leonard C Porter lay leader in charge Sunday Easter at 9:30 Holy Communion with Rev. George Clark as celebrant

Phifer Rites Sunday

Graveside services will be held at Fruitland Baptist Cemetery at 2 00 Easter Sunday morning for James C. Phifer, husband of the former Helen Melton The Rev Homer Baker will be in charge Mr Phifer Jack passed away January 31 ch Milwaukee Wisconsin At his request his ashes will be interred beside his Father in-law and Mother in law The Rev and Mrs N A Melton to be stated if Back home Mr Phifer was a native of Brooklyn New York but considered North Carolina home and visited in the Polk County and Fruitland area almost annually Expected to be at the services are Mrs. Phifer their sons Jim and David their wives and a grandson Van, all of Milwaukee Mrs. Phifer's brother James S Melton Hubert, N C, her sisters, Mrs Thelma Bafford, Garland, N C. Mrs Iris Whitaker Chapel Hill, N C, and Mrs Mary Johnson, Old Hickory, Tennessee and a niece, Mrs Rita E Morris and family of Landrum, S C Many friends of the Melton family from the area will also attend.

Sunrise Services

Lynn Pine Baptist Church will hold Sunrise Services Easter Morning at 7 a m at the home of H B Bud Storie on Red Fox Road Rev Robert Ford will be the speaker Easter Eggs will be served following the service and an egg hunt will follow for the children

Bill Fox Is Lions Speaker

Wm H Fox, Jr., will be the guest speaker Tuesday at the Tryon Lions Club meeting at 7 p m. at Oak Hall Hotel

Originally from Fort Mill S C Mr Fox graduated from the Citadel in 1951 with a degree in electrical engineering He served in the US Air Force for 4 years before joining Duke Power Co in 1956 While with Duke Power he has served in the Engineering Department in Charlotte the Marketing Department in Spartanburg and Charlotte and is currently Manager of the Tryon Branch

He is a member and deacon of the Tryon Presbyterian Church and is a director of the Tryon Kiwanis Club and secretary-treasurer of the Tryon Chamber of Commerce He is also Assistant Cubmaster of Pack 180 and past Crusade Chairman and one Director of the Polk County Cancer Crusade.

Mr. Fox will talk on "140 KV and the Development of Those Carolinas"

Miss Verena Griffin of Washington, D C is spending Easter holidays with her parents, Mr. and Mrs. Joseph Griffin

Mrs H H Parmelee of Asheville is a guest at Oak Hall Hotel this week Mrs. Parmelee lived in Tryon for many years

Front page of recent issue

Almost hidden by a small glass door and one large window, the Daily Bulletin is just about as busy a place on publication days for its size as any large metropolitan newspaper in the country. You almost have to be there to believe it.

Tight deadline

"A lot of people send them off," the publisher proudly informs you. "And we have to get our papers in the Post Office by 5 p.m. There is no leeway and now you can't get boys to deliver. The papers are all sent by mail with the exception of four or five dealers and grocery stores. We sell around 60 to 70 a day there at 10 cents a copy."

Continuing, Vining explains that, "We go to press as fast as we get four pages together. We try to get them printed, folded, addressed and tied up and delivered to the Post Office by deadline time or they just don't go. Even local subscribers get their paper through the Post Office. That's how impossible it is to get boys these days."

The Bulletin went to the Armed Forces, too, in Vietnam when so many of the boys were there; the Pacific Islands, India, Europe and Alaska—in fact, there is no state that hasn't received it, and many other foreign countries. Right now it's being sent to subscribers in Rome, Italy.

The midget newspaper has never, insofar as publisher Vining recalls, offered any prices or premiums or set out any pretty girls to get subscribers. They all volunteer. "We try not to duplicate news from other papers."

Recalls his past

Vining enjoys reminiscing of the early days in Polk County, N.C., when he first saw the sight of Tryon. A native of Eufaula, Ala., Seth Vining was initiated into the newspaper game as a printer's devil for the *Eufaula Daily Citizen* in 1911. Five years later the newsman became publisher of his first publication. It was hardly a facsimile of the newsy little paper he's turning out today and indeed its span of usefulness could not match the Bulletin. For the twice-as-large sheet was

(*Continued on page* 32)

Mr. Brookshire, based in Asheville, N.C., is Western North Carolina correspondent for Editor & Publisher.



The last time we were in New Orleans, you probably didn't even notice us. A small wall booth — just a few customers.

HOW THINGS HAVE CHANGED !

This time, Tal-Star comes to New Orleans as the #1 systems supplier to the newspaper industry.

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Box T1000 Princeton Junction, N.J. 08550 (609) 799-1111

Smallest daily

(*Continued from page* 30)

a weekly that lasted only a month in August, 1916.

Then came the job of journeyman printer in Florida and Alabama in 1917-1918, and only a year later Seth Vining became editor of the *Huntsboro* (Ala.) *Tribune.* He was a mere kid in those days and he felt that his education had been greatly neglected and that he was in need of more than just high school training. So, in 1920 he entered Brooks Phillips College prep school at Demorest, Ga., where in 1921 and 1922 he served as editor of the college newspaper and the following year became superintendent of the college print shop. Here he gained valuable experience in the printing business that later proved invaluable to the writer when in 1924 he established what was then known as the *Cornelia Northeast Georgian.* This newspaper was published from 1924 until 1926 under Vining's supervision. A year later the newsman became foreman of the *Polk County News* and by 1928 he had moved his home to Tryon and established the Bulletin.

Times were indeed not as easy as they could have been, although the young editor, married only a few years hence to Gladys Gibbs of Polk County, whose ever present inspiration constantly eased his troubled mind, proceeded to publish the Bulletin in conjunction with a small print shop in the basement of Misseldine's Pharmacy on Trade Street. He was desperately in need of money at the time. Then came the late Albert L. Berry, a friend, who put up the finances for one fourth down payment on equipment, assisted by five civic minded note endorsers, including himself.

"Get what you want, pay your bills and pay me when convenient," Berry told Vining.

But a few months later Vining's benefactor was dead and his estate was calling for full payment of the money Berry had loaned. It was a hard blow to the small newspaper. Suits were filed, credit blown to bits here and there. Material was having to be picked up in smaller quantities and things by then had become rougher than ever. With the arrival of the stock crash and the depression matters worsened.

It took a great deal of swapping and trading around among friends and customers for the struggling Bulletin to meet its weekly payroll, but for some miraculous reason it made the grade. In fact, through the ingenuity of its editor, larger quantities of material were made available to the publication even at lower prices. But there were times when conditions were so bad that even customers would have to advance money to get the paper out of the depot.

In those days, the editor recalls, the news was compiled in type by hand. It was not even written first by the editor, who usually depended on his memory to set up a page in form. There were times when readers who did not understand small job shop methods of operation with barely a shirt tail full of type of various sizes, questioned names set up in italics. "Were the subjects more important?," they would ask.

It was only two weeks after Vining established his job printing office that the Daily Bulletin became a way of life in Tryon. It took the publisher's last ream of Hammermill bond paper and his very last tube of costly black ink to create the little 5½ inch by 8½ inch newspaper because the Chandler and Price press Vining bought in Hendersonville, N.C. for $50 printed only that size sheet until 1955.

"The little press had pedals," Vining explains, "and it looked kinda like a sewing machine. Our size now is 8½ inches by 11 inches and we're using a Royal Zenith Jobber, sheet fed press. The size is too small to make money—we could probably have a weekly and do better," he feels.

Name dropping

Vining likes to toy with names of important people who have read and enjoyed his mini-newspaper down through the years.

They go back quite a few years. Thomas A. Edison was the first auto tourist to Tryon and many years later Mrs. Grace Coolidge, widow of President Calvin Coolidge, spent considerable time in the noted hunt country. She once wrote Seth Vining from "The Narrows," home of friends a few miles from Tryon, on the occasion of the Bulletin's tenth anniversary: "Congratulations to you and the staff of the Tryon Bulletin upon its tenth anniversary. I enjoy reading the Bulletin which keeps me in touch with the people of this locality."

One issue of the Bulletin carried a short news item in which it was stated that "This news item is being written on a typewriter manufactured by relatives of Josephine *Underwood* Bowes of Tryon."

Then there was the issue that informed subscribers that it was inked with modern composition rollers made by Tryon's Sam'l Bingham Company which manufactured them in 16 large cities.

David Niven, noted actor, once served as Hollywood correspondent for the Daily Bulletin and wrote Vining a note in October, 1939.

R. M. McCown, former Secretary of State, made Tryon his permanent home those days.

Another noted resident those days included Olive Higgins Prouty, author of "Stella Dallas," who had moved to Tryon to complete her then latest serial story, "Lisa Vale," which was to begin soon in the *American* Magazine.

Seth Vining has seen his daily Bulletin grow in proportion with Tryon's newly adopted residents. The diminutive publication was published in the first place because the owner realized that the townspeople deserved a newspaper that was informative both in local and national news and he felt a daily would turn the trick. So many Tryonites maintained homes in distant lands that the publisher soon felt the need for correspondents there.

So the Bulletin in one of its anniversary issues sent greetings to its correspondents all over the world and "especially to Eugene Taylor in China, John F. Searles in Seychelles, Africa; Virg Graham in London; David Niven in Hc wood; Fred McLaughlin, "somewhere the world;" Mary Banning at Dul Minn. and Martha Lightner at Boone Winston-Salem, N. C." It even accep foreign advertising in the earlier days its publication.

Interesting reading

The publisher believes that one of reasons his miniature newspaper maintained so great a popularity dur its world wide readership is the sim easy-to-read local news it carries, in spersed with items of national inter He does it with such clarity that onc reader digs into lead stories he is bou by his indefatigable curiosity to fir reading the newspaper. It is interesting note, too, that Seth Vining enjoys his c original style for ads. He believes in ancient adage that if anything is wo doing at all it is worth doing right. T he follows implicitly with all of the B letin's ads. For example, he places least important ads on the page in sm boxes so that they will be just as reada and at the same time attract just as mu attention as those occupying a more portant location on the page. "Everybc enjoys the same advertising rate and c regular advertisers never ask for any vors," Vining opines. "They know we going to treat them right. No ad is bur on the page, no matter how small. We up ads down the sheet with a border, th under it an ad without a border, then next ad a border, the next without, a still another with a border, etc. They c be seen instantly and it adds considera to the page makeup.

"I try to make type talk," Vining te the visitor, "and the advertisers call us we don't solicit. I try to avoid any sar ness. We don't take whiskey ads either although I have no objection to soc drinking myself," he says.

Oddly enough, there is one word t editor goes out of his way to avoid. Th is tourist. "I learned something from t famous artist, Lawrence Mazzanovi who once said, 'I hate that word, tourist can't you call them guests or visitor You think of tourists as somebody you a going to make money out of.'"

"Ever since then I have alwa referred in the Bulletin to people as bei guests or visitors or on vacation. It buil up friendliness and warmth.

"And too, I never show people selli property in the pictures I use—I sh people buying property. It emphasiz warmth."

There have been other anniversary ec tions of the Daily Bulletin published b none so elaborate as the 10th and 25 anniversary editions. The tenth one w published January 31, 1938 with some pages plus preface and cover, and i largest of all was the silver anniversa souvenir edition that rolled on Frida January 30, 1953. It contained 99 pag plus cover stories and sold for 50 cents. was "Dedicated to Friends all over t World" and was declared by its publishe to be "probably the last anniversary ec tion of the newspaper." The third annive sary edition was the most unique. It car out in January, 1931, with 20 pages, a hand set.

AKI makes gigantic improvement in counting keyboards.

Last year our solid state width panels were the biggest advance in counting keyboards. This year we've replaced width panels with tiny integrated circuits like this one.

It can store all the width information for two complete fonts of type. Something that required more than 400 transistors, resistors and capacitors in our old models.

Our new counters have room for up to 50 of these circuits. Depending on the type of phototypesetter you own, a set of four, six or eight is included in the base price of the machine.

We've made other improvements too. Line justification is easier on an AKI counter. When the operator is in range he hears a tone and a decimal display on the console tells him exactly how much space is left in the line in picas and fractions of picas. If he oversets, the display tells the operator exactly how much to delete.

We've also solved the problem of matching the phototypesetter's character spacing with the keyboard character spacing. It's done with our exclusive absolute counter. The absolute counter does away with troublesome conversion formulas.

With all our improvements we've been able to cut the price of our counting keyboards in half—isn't that what improvements are for?

AKI counting keyboards start at $3,495.

For full details call us collect at 206-747-6960. Or write AKI at 13256 Northrup Way, Bellevue, Washington 98005.

AKI



The ghosts and glories of 200 years of American journalism march before the eyes of visitors—already numbered in the thousands—who throng the Henry R. Luce Hall of News Reporting in the Smithsonian's National Museum of History and Technology. The exhibit, which opened May 1, provides a multi-media chronicle of the colorful history, important personalities and technological advances in news reporting from the earliest colonial days to Syncom II Satellites.

Peter Marzio, associate curator of the Museum, began assembling the exhibit 19 months ago when he became aware that the public—and a great many journalists—did not know much about the history of newspapers and their role in the life of the nation from the adoption of the First Amendment to the jailing of reporters for refusing to break faith with confidential sources.

"Most journalists do not know much about the history of their craft," Marzio says, and he found it difficult to get many of them to cooperate in assembling the historical exhibition. The Hall was started



Wall display in Hall of News

By
Luther Huston

Memorabilia on display in news museum

with a grant from Time Inc., and probably for that reason was named after the late publisher.

Some newspapers gave Marzio access to their clips and files, however, and from those and other sources he put together a display intended to show "the shaping of journalism by American civilization and how, in turn, American civilization has been shaped by what people read, hear and see as news."

Tribute to newspaperboys

Great editors and reporters shaped American journalism but ragged, barefoot, sometime hungry newsboys played their humble part, especially in early days. A statue in the hall honors one of them. It is of ten-year-old Barney Flaherty who was the first to respond to an advertisement in the *New York Sun*, offering a "liberal discount, to boys who bought the paper and sold it on the streets." If a newsboy bought a hundred copies he paid the Sun 67 cents and by selling them for a penny each, could make a profit of 33 cents. The Sun, started by Benjamin H. Day in 1833, was the first successful penny newspaper, attaining a circulation of 30,000 three years after it was launched.

Perhaps the first newsboy, however, was Aaron Oliver, who, like Paul Revere, rode through New England towns in 1799 crying the Northern Budget.

One of the first exhibits to attract the eyes of visitors is not a newsboy, but a newsstand on wheels, used by the *Salt Lake Tribune*, which described it as 'The most complete street newspaper wagon ever built."

Wallpaper newspaper

Several of the exhibits portray elements of newspaper coverage of the Civil War. One shows a Confederate newspaper printed on the back of wallpaper, an expedient forced by the shortage of newsprint south of the Mason and Dixon line.



Push cart days

The Civil war was the first to attract hordes of reporters to the front, men like Henry J. Villard and Charles Carlton Coffin, who were among the 50 correspondents sent by James Gordon Bennett's New York Herald. The invention of the telegraph enabled the correspondents to give intense and speedy coverage of the war between the states. The ubiquitous correspondents were responsible for a demand by military officials that President Lincoln censor the press. They claimed that the reporters were seeing too much and telegraphing it too quickly.

The invention of the telegraph revolutionized news reporting and the laying of the transatlantic cable revolutionized the covering of foreign news by American papers. The first newspaper to publish a telegraphic dispatch was the *Baltimore Patriot* of May 25, 1844 and the first transatlantic cable dispatch was published by Bennett's *New York Herald* on Aug. 18, 1858.

Interviews are the stock in trade of today's reporters but when Horace Greeley reported verbatim a conversatio with Brigham Young, the Mormon leade shocked critics called it a barbarous inva sion of privacy.

Among the "firsts" in journalism ex hibited in Luce Hall or related in it catalogue, are that the first photoen graved plate, a picture of Henry J. New ton of "Shantytown," a hobo encampmen in New York, was published by the *New*



Newsboy tribute

York Daily Graphic March 4, 1880 and that the first steam printing press, the Napier, which made possible the printing of the penny press, was imported by the Rev. Joseph Glover, a rich Puritan clergyman, who died at sea while bringing it to America.

The Smithsonian's treasure house of journalistic history is open to the public seven days a week. Admission is free and no one, journalist or layman, who wants to learn about how the Fourth Estate came to be the vital factor it is in the life of America, and even the world, should fail to visit the Henry R. Luce Hall when they come to Washington.

Read why tax incentives are so vitally important in the search for energy.

Energy is taken for granted until it begins to run short

Today available energy resources are running short of foreseeable demand in the United States. This shortage is expected to worsen. Yet with singular untimeliness many persons in and out of government are urging the removal or reduction of tax incentives that are vital to supplying energy demand.

Proposed changes in the tax laws would handicap the petroleum industry in its efforts to check the decline in available oil and gas reserves and to reverse the trend. These proposals would eliminate or materially reduce tax incentives that are vitally important —not only to the oil industry but equally to the sustained economic growth and national security of the United States.

The purpose of this booklet is to explain the key tax incentives and to review the role they have played —and hopefully will continue to play—in the discovery and development of petroleum supplies and, indeed, in our nation's well-being.

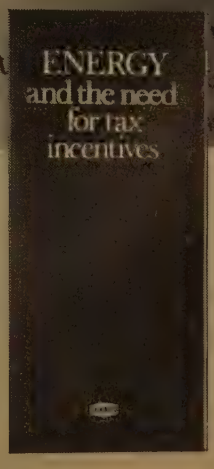
An overview

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This booklet is free for the asking. Just write to:

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135 East 42nd Street
New York, New York 10017

TEXACO



MONEY PLAYERS—A foursome of newspaper executives goes out to challenge the tough Blue course at the Doral County Club in Florida: left to right—Richard J. Hummel, vicepresident and treasurer, Allentown Call and Chronicle; Robert A. Ford, executive vicepresident, Atlantic City Press; A. DeWitt Smith, vicepresident, Wilkes-Barre Record and Times-Leader; James M. Brown, business manager and assistant secretary, San Diego Union and Tribune.



NET INCOME concerned the newspaper co trollers and finance officers in business mee ings at the Doral Country Club in Florida, th some of them tried tennis: from left—James Smith, accounting manager, Miami Herald ar News; Nicholas G. Penniman IV, business ma ager and secretary-treasurer, Springfield (Ill State Journal and State Register; Franklin Schurz Jr., publisher and editor, South Be Tribune; Melvin L. Finch Jr., controller-assistar secretary and treasurer, Raleigh (N.C.) Nev & Observer and Times.

3 Dolphins tackled by truth-in-ad law

Three Miami Dolphins are being thrown for a financial loss by Florida's tough truth-in-advertising laws.

The Consumer Frauds Division of the state attorney's office last week threw an effective block on testimonial ads which netted substantial fees to Larry Csonka, Nick Buoniconti and Dick Anderson.

In newspaper and television ads, Csonka has been pictured relaxing in furniture from Baer's stores and Buoniconti has "eased even Dolphin type aching muscles" in a vibrating stratolounger from mangurian's.

Competitors complained that the ads were misleading and untruthful since neither of the famous football players actually had the furniture in their homes. The state officials noted that bank copy featuring Dolphin players is allowable under the law because they have accounts in the banks they endorse.

Dick Anderson has been a party to "deceptive advertising" for Amana electrical appliance dealers in nationwide media, it was claimed. He has been seen wincing as he clashes his shoulder pads and then proclaims that "Quality is Amana's game." Florida officials said the Amana firm had agreed to withdraw the advertising. Had the offenses been taken to court, the advertiser could have been fined up to $1,000 for each ad shown on tv or run in a newspaper.

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Now 5-days-a-week

The *Monroe* (N.C.) *Enquirer-Journal* recently converted from tri-weekly to five-days-a week publication. It is reported by John B. Ashcraft, publisher.



STUCK WITH IT—The fall meeting of the Institute of Newspaper Controllers and Finance Officers will take place in Toronto (October 14-17). Confirming the decision are: from left: Lawrence D. Guelfo III, Baton Rouge State-Times and Advocate, incoming president; Brian H. Shelley, Southam Press; Thomas J. McCollow, Milwaukee Journal, president; and James A. Melville, Thomson Newspapers. The stick-on heart is a blurb for Toronto.

Restaurants rated

A review of restaurants in Iowa is being given *Des Moines Sunday Register* readers in a series "Dining Out in Iowa." The paper's representatives are eating in well known places throughout the state and telling of their experiences. It is pointed out that no restaurant owner will know of the reporter's visit until after he has eaten, paid the check, asked for a kitchen tour and to see the firm's licenses.

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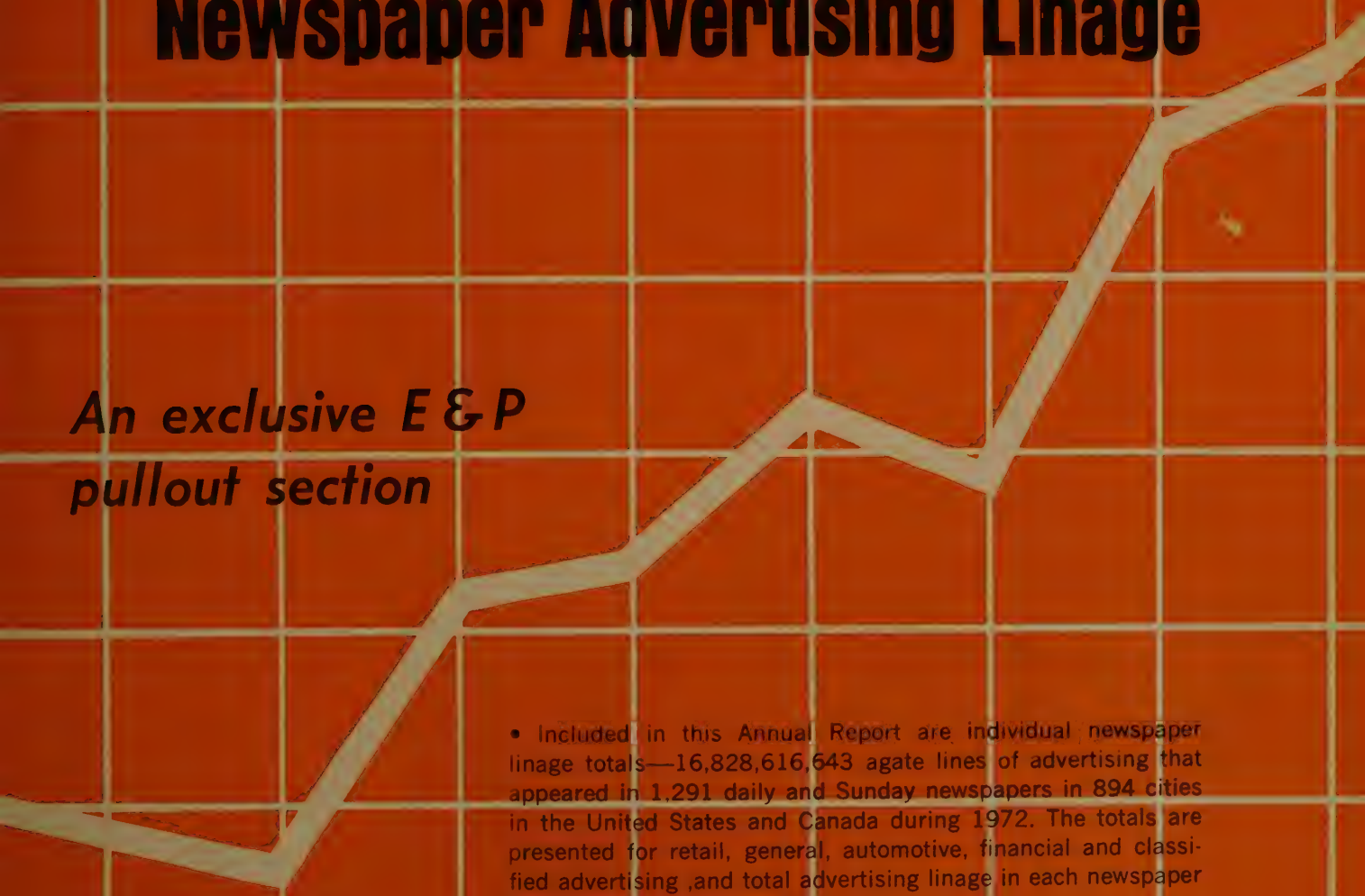
'Rent-it' section

The mushrooming interest in the renting of almost anything was given recognition by the *Dallas Times Herald* Sunday, May 8, when it included a 6-page "Why Buy It—Rent It!" section. It had 67 percent advertising.

Editor & Publisher

Annual Report of Newspaper Advertising Linage

An exclusive E&P pullout section



- Included in this Annual Report are individual newspaper linage totals—16,828,616,643 agate lines of advertising that appeared in 1,291 daily and Sunday newspapers in 894 cities in the United States and Canada during 1972. The totals are presented for retail, general, automotive, financial and classified advertising ,and total advertising linage in each newspaper during the calendar year 1972.
- Linage for 247 newspapers published in 82 cities measured by Media Records, Inc., was compiled by that organization and released exclusively to E&P. Editor & Publisher sent questionnaires to all other daily and Sunday newspapers to obtain equivalent figures included in this report. 1,044 newspapers in 812 cities reported linage to Editor & Publisher.
- Tabulations include national advertising appearing in **Family Weekly, Parade, Puck—The Comic Weekly,** and **Metro Sunday News Magazines,** as well as other publications distributed as sections of weekend editions.

May 26, 1973

FORD HAS A BETTER IDEA

In TERRIFIC

TULSA

Ford's Glass Plant Here Plans $8 Million Payroll

Ford Motor Co. made official Tuesday afternoon what Tulsa business people have known since last October — the company will build a large glass-making plant in the Tulsa area.

Paul F. Lorenz, executive vice president of Ford Diversified Products Operations, which includes the glass division, said "not only is the subject of this news conference no big surprise, it's probably the worse-kept secret in Oklahoma."

He then gave a brief announcement that Ford Motor Co. will start construction next month on a multimillion dollar plant in Tulsa. The [illegible] 640,000-square-foot [illegible] built in the Arrow Expressway and 61st Street, fronting on 129th East Avenue.

LORENZ SAID THE COMPANY expects the plant to be operational by mid-1974, and employe between 450 and 600 workers at full capacity at an annual payroll of $8 million.

He said "it seems that gas and glass have always gone together, the one perfectly suited to melting the other. Oklahoma's first glass plant was built in Bartlesville in 1903, hardly a blink after the first discovery of natural gas in the region."

Lorenz said gas brought glass, and that Ford joins a roll-call of distinguished names in glass in this area — Pittsburgh, Corning, Ball, Kerr, Bartlett-Collins, Liberty, Brockway and Saint Gobain.

"OUR STUDIES SHOW," said Lorenz, "that your Arkansas River Sand will be just as fine for windshields and skyscraper windows as for other types of glass, and we're delighted to join [illegible] with a plant we believe will rival the best."

He said when the Tulsa plant is completed it will add more than 30 per cent to Ford's glass-making capacity which is now two million square feet of glass a day.

Tulsa's plant will use computer automation, and the Pilkington Float Glass process, licensed to only six companies in the U.S.

The float process is [illegible] floating a ribbon [illegible]

A multi-million dollar, 640,000 square foot Ford plant for Tulsa....

To Ford, it means a 30% increase in glass making capacity. To Tulsa, it means up to 600 more jobs and $8,000,000 additional annual payroll. To advertisers in THE OIL CAPITAL NEWSPAPERS, it means more customers, with more money... more total purchasing POWER in one of America's fastest growing markets.

Get the whole story on Terrific Tulsa from...



THE OIL CAPITAL NEWSPAPERS **morning / evening / sunday**

Two Independent and separately owned Newspapers

Representatives—BRANHAM-MOLONEY

AN OCEAN PORT

1972 Total Advertising Linage in 1,291 Newspapers

Source	Cities	Papers	Retail	General	Automotive	Financial	Classified	Totals
Media Records	82	247	3,118,157,735	433,727,439	106,660,302	109,161,706	1,482,314,087	5,250,408,201
Editor & Publisher	812	1,044	7,618,962,255	648,667,542	108,170,842	70,114,815	2,578,166,215	11,578,208,442
Grand Totals	894	1,291	10,736,849,990	1,082,394,981	214,831,144	179,276,521	4,060,480,302	16,828,616,643

NOTE: Figures in the second column of this table (number of newspapers) includes both daily and Sunday newspapers, both for Media Records and E&P tabulations. Totals do not add across since only major classifications are shown

1972 Newspaper Linage, measured by Media Records

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
-Akron (O.)						
Beacon Journal (e)	23,081,504	2,369,078	517,056	616,188	9,198,853	36,037,029
pr-Akron (O.)						
Beacon Journal (S)	9,743,261	1,500,584	167,545	89,135	4,472,741	15,975,845
Albany (N.Y.) Knickerbocker						
News Union-Star (e)	12,639,379	2,163,240	314,991	440,558	3,115,951	18,828,612
lbany (N.Y.) Times-Union (m)	9,856,980	1,624,488	316,669	383,177	5,670,112	18,013,529
lbany (N.Y.) Times-Union (S)	6,957,716	1,358,552	153,321	312,063	2,504,465	11,287,366
tlanta (Ga.) Constitution (m)	21,962,522	2,951,097	684,438	1,037,135	16,689,974	43,459,726
-Atlanta (Ga.) Journal (e)	27,205,984	3,119,668	863,259	1,106,526	16,244,609	49,012,157
tlanta (Ga.) Journal &						
Constitution (S)	11,011,693	1,440,609	255,540	303,767	7,947,605	21,129,301
-pr-Baltimore (Md.)						
News-American (S)	6,764,718	1,342,045	355,728	69,656	1,365,831	9,924,299
r-Baltimore (Md.)						
News-American (e)	11,950,476	1,262,959	788,621	408,947	2,850,028	17,422,539
altimore (Md.) Sun (m)	8,774,979	2,417,389	822,910	657,938	6,163,080	19,000,189
altimore (Md.) Sun (e)	15,696,435	2,449,465	1,254,072	558,518	6,053,480	26,116,945
altimore (Md.) Sun (S)	13,380,017	1,429,903	867,470	272,653	4,800,535	20,762,908
-Baton Rouge (La.)						
Advocate & State Times (e)	19,463,050	1,653,362	380,014	611,639	6,628,354	29,099,773
-Baton Rouge (La.)						
Advocate (S)	6,018,888	1,076,096	58,552	208,073	1,645,516	9,073,013
d-pr-Bergen County (N.J.)						
Record (e)	18,872,455	2,328,634	603,879	1,032,885	6,758,937	29,849,870
-pr-Bergen County (N.J.)						
Record (S)	7,208,234	1,262,211	88,441	176,000	2,153,121	10,891,601
Binghamton (N.Y.) Press (e)	12,989,326	1,033,279	303,042	406 216	3,968,421	18,871,905
-Binghamton (N.Y.) Press (S)	4,327,965	969,325	97,637	128,636	1,180,140	6,778,396
Birmingham (Ala.)						
Post-Herald (m)	7,472,444	1,671,657	706,943	560,122	5,992,403	16,893,630
r-Birmingham (Ala.) News (e)	19,390,734	1,796,679	803,183	587,194	6,556,694	29,186,332
Birmingham (Ala.) News (S)	8,360,247	1,283,657	107,891	184,070	2,767,729	12,710,432
Boston (Mass.) Record American						
& Herald Traveler (d)	6,892,798	1,810,815	427,967	313,335	3,066,860	12,676,464
r-Boston (Mass.) Herald						
Traveler & Advertiser (S)	7,082,504	1,253,110	147,373	48,558	1,326,069	9,860,485
d-Boston (Mass.) Globe (e)	9,746,189	3,086,481	540,825	663,559	6,452,145	20,628 394
Boston (Mass.) Globe (m)	10,887,026	3,568,012	595,950	745,772	9,277,109	25,289,261
-pr-Boston (Mass.) Globe (S)	12,448,180	3,162,193	236,191	108,998	9,072,820	25,034,191
Boston (Mass.)						
Herald Traveler (m)	2,623,364	1,024,826	179,750	251,239	2,301,393	6,666,340
r-Boston (Mass.)						
Herald Traveler (S)	2,743,643	809,137	73.059	41,270	1,582,149	5,249,780
Buffalo (N.Y.)						
Courier Express (m)	6,629,367	1,108,128	1,092,695	449,505	2,744,509	12,117,516
r-Buffalo (N.Y.)						
Courier Express (S)	10,954,449	1,682.027	626,405	112,659	1,058,834	14,459,972
r-Buffalo (N.Y.) News (e)	26,605,430	2,689,539	1,617,964	704,952	6 833 562	38,548 353
Camden (N.J.) Courier-Post (e)	20,193,295	1,504,941	537,222	612,517	8,736,304	31,920.820
Charlotte N.C.) News (e)	11,708,901	2,277,532	345,106	510,166	9,605,449	24,598,741
r-Charlotte (N.C.)						
Observer (m)	19,478,931	2,351,892	337,587	472,248	9,660,751	31,399,954
-Charlotte (N.C.)						
Observer (S)	5.855,076	1,428,907	122,854	287,828	3,674,979	11,443,761
Cincinnati (O.) Enquirer (m)	16,521,604	2,054,624	452.509	1,075,723	14,109,679	34,343,004
Cincinnati (O.) Enquirer (S)	13,774,969	1,345,170	84,762	261,874	4,718,818	20,186,791
r-Cincinnati (O.)						
Post & Times-Star (e)	19,525,276	2,556,942	509,883	736,462	7,159,562	30,612,644
r-Cleveland (O.)						
Plain Dealer (m)	16,861,132	3,105,830	594,811	1,246,591	12,388,119	34,420,297
r-Cleveland (O.)						
Plain Dealer (S)	11,963,815	2,002,466	95,702	205,781	6,829,512	21,102,861
r-Cleveland (O.) Press (e)	21,290 531	2,974,369	548,426	834,494	7,382,304	33,176,494
Columbus (O.) Dispatch (e)	22,119,801	2,376,675	1,246,303	1,098 716	10,218,634	37,219 930
Columbus (O.) Dispatch (S)	13,371,881	1,349,454	369,988	294,415	6,939,220	22,327,936
Columbus (O.)						
Citizen-Journal (m)	7,875,713	1,933,279	398,302	1,075,122	2,943,637	14,423,683
r-Dallas (Tex.) News (m)	25,118,367	2,960,497	553,472	574,983	15 5'7,293	44,899,274
r-Dallas (Tex.) News (S)	9,290,204	2,048,960	157,963	176,231	6,096,089	17,799,390
r-Dallas (Tex.)						
Times-Herald (e)	27,467,735	3,304,319	492,904	458,088	11,998,789	43,857,170
p-pr-Dallas (Tex.)						
Times-Herald (S)	11,167,793	1,935,917	136,596	143,121	6,279,221	19,682,854
Dayton (O.)						
Journal-Herald (m)	18,544,182	1,754,911	546,187	393,514	8,275,964	29,714,540
Dayton (O) News (e)	19,579,978	1,802,129	547,378	388,952	8,253,676	30,714,045
p-Dayton (O.) News (S)	7,862,311	1,237,588	63,116	88,748	2,170,089	11,461,484
Denver (Colo.) Rocky						
Mountain News (m)	22,397,140	1,884,621	526,403	679,618	14,278,804	39,838,811
p-Denver (Colo.) Rocky						
Mountain News (S)	5.214,989	1,243.205	105,996	124,627	1,984,525	8,676.433
pr-Denver (Colo.) Post (e)	24,067.704	2,976,675	668,784	1,080.103	15,372,410	44,259,716
Denver (Colo.) Post (S)	9,571,111	1,813,723	169,498	256,091	7,594,861	19,414,078
pr-Des Moines (Ia.)						
Register (m)	3,797,147	1,285,240	184,796	327,153	3,809,398	9,516,029
pr-Des Moines (Ia.)						
Tribune (e)	10,712,404	1,244,233	200,872	315,976	3,755,973	16,302,759
pr-Des Moines (Ia.)						
Register (S)	5,527,262	1,531,843	71,087	168,393	2,670,516	9,971,253
pr-Detroit (Mich.)						
Free Press (m)	13,303,658	2,696,689	515,644	595,691	4,341,672	21,489,928
p-pr-Detroit (Mich.)						
Free Press (S)	5,859,521	1,897,777	141,521	206,834	1,252,860	9,362,053
pr-Detroit (Mich.) News (e)	24,257,036	3,505,585	562,505	594,040	8,803,753	37,745,125
pr-Detroit (Mich.) News (S)	12,142,828	2,020,890	164,383	187,749	5,754,871	20,271,979
*-Erie (Pa.)						
Times & News (e-m)	12,412,896	884,743	181,214	326,468	4,311,306	18,309.204
p-Erie (Pa.) Times-News (S)	4,821.026	1,063.591	33,218	297.708	2,340,343	8,693,931
fd-pr-Fort Lauderdale (Fla.)						
News (e)	28,223,010	1,685,229	944,183	1,068,601	12,044,717	44,384,666
p-Fort Lauderdale (Fla.)						
News (S)	11,838,394	1,385,971	157,087	370,001	3,748,787	17,500,300
Fort Lauderdale (Fla.)						
News (sat.)	6,993,814	67,227	51,810	109,587	3,145,763	10,437,470
Fort Wayne (Ind)						
Journal Gazette (m)	9,557,037	1,329,416	622,398	246,216	7,099,318	19,016,159
p-Fort Wayne ((Ind.)						
Journal Gazette (S)	5,324,788	1,116,442	138,126	136,664	1,729,804	8,513,846
Fort Wayne (Ind.)						
News-Sentinel (e)	15,167,421	1,498,810	669,720	335,867	7,346,982	25,254,701
Fort Worth (Tex.)						
Star-Telegram (m)	12,630,084	2,369,383	445,952	345,993	8,865,925	24,711,831
Fort Worth (Tex.)						
Star-Telegram (e)	22,734,054	2,380,090	407,279	302,809	8,750,250	34,692,886
p-Fort Worth (Tex.)						
Star-Telegram (S)	9,986,786	1,570.465	121,380	161,325	3 292.926	15,144,014
Fresno (Calif.) Bee (e)	14.350.229	1,615 856	418 793	299.346	5.937,890	22.786 530
p-Fresno (Calif.) Bee (S)	5,247,487	1,390,816	142,593	109,834	2.402,294	9.301,318
Hartford (Conn.) Courant (m)	13,831,637	2,459,758	577,481	670,199	9,621,290	27,397,396
p-pr-Hartford (Conn.)						
Courant (S)	11,536,311	2,117,130	279,781	145,244	2,964,933	17,048,631
Honolulu (Hawaii)						
Advertiser (m)	17,036,747	2,627,190	789,527	1,151,442	7,706,765	30,585,066
Honolulu (Hawaii)						
Star-Bulletin (e)	19,281,269	2,671,694	782,278	1,158,845	7,685,459	31,761,074
p-Honolulu (Hawaii) Star-						
Bulletin & Advertiser (S)	6.554.357	1,291,115	181.867	167.540	3.029 845	11,251,271
pr-Houston Tex.) Chronicle (e)	29.273.973	2,763,771	417.747	532,374	19.729.090	52 981.039
pr-Houston (Tex.) Chronicle (S)	11.023 940	1,352.419	81.297	254 539	11,451.078	24.188 589
pr-Houston (Tex.) Post (m)	28.398.793	2 510,205	382.257	502 819	15,379.712	47.376 677
pr-Houston (Tex.) Post (S)	8,424.173	1.954.777	77.421	218.215	6.271.734	16.966 030
Indianapolis (Ind.) News (e)	16 052.253	2,083.182	572.189	438.070	10.575.888	29.934.966
Indianapolis (Ind.) Star (m)	17.561.491	2,175,604	619.490	406 912	10.605.540	31.531,608
Indianapolis (Ind.) Star (S)	13,201,918	1,547,162	194,918	148,969	3,776,754	18.873,004
Jacksonville Fla.) Times-						
Union (m)	22,318.089	1,782,420	1,188,987	644,408	8,534,902	34,566,803
Jacksonville (Fla.) Times-						
Union (S)	7,137.308	768.447	191.318	183.847	3.249.139	11.534.203
Jacksonville (Fla.) Journal (e)	8 567.874	1,709.560	815 033	545.954	8 559 753	20.211.264
Kansas City (Mo.) Times (m)	20,921,581	1,743,191	669,616	363,120	6,302,646	30,008,669
pr-Kansas City (Mo.)						
Star (e)	10.386 094	1.848,854	665,527	393,867	6,206,220	19,542,345
Kansas City (Mo.) Star (S)	8,915,453	1,712,179	196,169	415,163	4,232,583	15,477,988

(Continued on page 2A)



In Full-Run
News Linage
The Miami Herald Ranked

Among all
U.S. Newspapers
In 1972

-MEDIA RECORDS

If you're checking on San Antonio...

LOOK TO THE LIGHT FOR LEADERSHIP AND GROWTH

COVERING THE 3RD LARGEST MARKET IN THE 2ND LARGEST STATE

Newspaper	Retail	General	Auto-motive	Financial	Classified	Adver-tising	Total
Little Rock (Ark.) Arkansas Gazette (m)	13,135,275	1,184,413	475,372	563,309	4,357,107	19,878,884	
p-Little Rock (Ark.) Arkansas Gazette (S)	4,050,782	1,255,992	180,076	368,042	1,486,577	7,354,654	
Little Rock (Ark.) Arkansas Democrat (e)	5,648,379	1,082,391	437,452	290,883	2,011,381	9,665,069	
x-Little Rock (Ark.) Arkansas Democrat (S)	1,874,676	1,060,317	182,639	164,186	715,642	3,999,101	
*pr Long Beach (Calif.) Independent m							
pr- & Press Telegram (e)	19,673,669	2,139,709	554,729	564,791	8,803,329	31,756,795	
p-pr Long Beach (Calif.) Independent Press-Telegram (S)	6,098,052	1,382,725	106,803	43,094	2,703,262	10,334,670	
pr-Long Island (N.Y.) Newsday (e)	25,570,505	1,903,450	980,604	1,248,535	7,811,108	37,831,519	
pr-Long Island (N.Y.) Newsday (S)	4,038,029	597,500	70,358	159,786	1,188,324	6,054,577	
pr-Los Angeles (Calif.) Times (m)	42,491,207	5,210,811	1,303,356	1,737,951	21,556,742	72,372,933	
pr-Los Angeles (Calif.) Times (S)	22,330,068	3,936,702	315,214	441,477	15,254,269	42,284,512	
Los Angeles (Calif.) Herald-Examiner (e)	6,902,278	2,074,767	344,922	194,963	1,704,790	11,258,646	
Los Angeles (Calif.) Herald-Examiner (S)	2,681,196	916,261	58,935	12,720	808,288	4,480,829	
Lowell (Mass.) Sun (e)	7,750,406	908,095	166,186	261,319	3,640,230	12,933,281	
x-Lowell (Mass.) Sun (S)	4,261,564	832,493	79,307	144,058	1,609,813	6,947,636	
Macon (Ga.) Telegraph (m)	10,347,583	833,901	229,246	241,277	2,635,434	14,351,425	
Macon (Ga.) News (e)	10,357,910	836,504	239,126	237,370	2,669,918	14,592,951	
p-Macon (Ga.) Telegraph & News (S)	3,004,205	936,364	64,549	190,936	920,379	5,133,234	
Manchester (N.H.) Union Leader (d)	7,928,670	1,732,976	329,696	392,150	3,637,507	14,153,177	
x-Manchester (N.H.) New Hampshire News (S)	2,910,855	1,052,870	115,478	216,251	1,151,392	5,450,069	
Memphis (Tenn.) Commercial Appeal (m)	19,826,665	1,788,259	394,370	552,772	8,401,379	31,067,932	
Memphis (Tenn.) Commercial Appeal (S)	8,472,422	976,427	105,627	271,492	2,961,100	12,795,850	
pr-Memphis (Tenn.) Press-Scimitar (e)	10,943,191	1,779,883	415,621	611,626	8,422,667	22,269,979	
pr-Miami (Fla.) Herald (m)	41,619,856	3,611,097	1,264,820	1,477,851	17,359,069	65,419,257	
pr-Miami (Fla.) Herald (S)	15,560,959	2,496,735	365,077	539,296	10,975,876	29,963,930	
pr-Miami Fla.) News (e)	6,222,680	3,650,597	652,148	601,495	17,793,967	28,960,086	
pr-Milwaukee (Wis.) Sentinel (m)	8,057,280	2,477,393	880,569	1,109,651	7,594,329	20,143,088	
pr-Milwaukee (Wis.) Journal (e)	29,361,259	2,830,673	880,555	909,073	8,225,030	42,230,055	
Milwaukee (Wis.) Journal (S)	12,337,047	1,605,042	351,304	443,930	9,564,391	24,305,484	
pr-Minneapolis (Minn.) Tribune (m)	8,835,865	1,935,042	808,329	1,230,671	11,723,707	24,601,521	
pr-Minneapolis (Minn.) Tribune (S)	12,175,453	1,720,136	179,036	433,835	8,709,627	23,221,347	
pr-Minneapolis (Minn.) Star (e)	21,625,106	2,218,824	869,693	1,425,836	11,754,595	37,958,385	
fd-Modesto (Calif.) Bee (e)	11,409,038	922,563	338,033	253,918	3,645,429	16,871,765	
p-Modesto (Calif.) Bee (S)	2,487,721	969,495	49,090	64,396	992,157	4,608,950	
Muncie (Ind.) Press (e)	10,130,909	632,732	445,689	331,037	2,653,790	14,294,438	
Muncie (Ind.) Star (m)	9,662,201	592,488	418,673	241,560	2,663,301	13,729,612	
x-Muncie (Ind.) Star (S)	3,143,062	1,005,061	79,804	206,488	1,008,417	5,459,073	
Nashville (Tenn.) Banner (e)	16,736,475	1,698,453	866,073	525,780	7,166,374	27,152,570	
Nashville (Tenn.) Tennessean (m)	16,680,649	1,728,436	872,756	524,614	7,260,435	27,164,536	
Nashville (Tenn.) Tennessean (S)	6,883,946	790,090	117,828	114,306	2,757,131	10,668,6	
New Orleans (La.) Times-Picayune (m)	27,357,947	2,447,921	529,916	836,824	9,910,524	41,147,9	
pr-New Orleans (La.) Times-Picayune (S)	11,274,260	1,338,432	225,587	236,166	3,969,079	17,136,7	
pr-New Orleans (La.) States & Item (e)	10,158,392	2,317,613	523,900	812,726	10,077,703	24,573,4	
New York (N.Y.) Times (m)	15,239,812	6,386,817	832,606	3,691,062	11,918,690	38,240,4	
pr-New York (N.Y.) Times (S)	16,900,596	10,303,255	856,083	845,105	12,085,741	41,019,6	
pr-New York (N.Y.) News (m)	20,745,726	2,988,916	835,815	1,317,760	1,987,992	27,944,7	
pr-New York (N.Y.) News (S)	23,352,939	2,514,416	433,670	328,153	757,790	27,391,1	
New York (N.Y.) Post (e)	8,206,498	2,498,332	477,660	980,116	1,735,046	13,960,1	
pr-Newark (N.J.) Star Ledger (m)	15,565,301	2,576,694	593,080	413,810	10,293,583	29,959,6	
pr-Newark (N.J.) Star Ledger (S)	11,912,900	1,645,354	200,541	172,769	5,273,202	19,207,6	
Newark (N.J.) News (e)	1,646,567	538,864	175,102	103,904	1,211,569	3,730,4	
Niagara Falls (N.Y.) Gazette (e)	10,945,597	23,852	254,325	364,031	2,704,512	15,026,0	
x-Niagara Falls (N.Y.) Gazette (S)	3,430,284	900,425	64,433	124,394	913,776	5,499,8	
*-Orange County (Calif.) Register (m&e)	23,668,398	2,165,243	546,747	588,719	18,039,597	45,324,2	
x-Orange County (Calif.) Register (S)	7,581,042	1,193,926	90,093	79,413	5,478,695	14,431,2	
pr-Orlando (Fla.) Sentinel (m)	21,675,556	1,932,780	558,359	648,132	10,057,832	35,068,8	
pr-p-Orlando (Fla.) Sentinel (S)	8,772,941	1,719,629	170,298	596,208	2,874,167	14,139,8	
pr-Orlando (Fla.) Star (e)	20,164,545	1,801,117	555,272	585,273	9,532,604	33,514,5	
pr-Philadelphia (Pa.) Bulletin (e)	23,443,579	3,299,631	610,883	653,324	6,908,342	35,098,6	
pr-p-Philadelphia (Pa.) Bulletin (S)	11,090,747	2,083,264	233,304	145,727	2,101,147	15,656,0	
pr-Philadelphia (Pa.) Inquirer (m)	12,258,812	2,396,454	609,753	668,731	9,420,772	25,587,8	
pr-Philadelphia (Pa.) Inquirer (S)	18,816,651	2,693,391	280,687	239,014	5,663,817	27,695,8	
Philadelphia (Pa.) News (e)	7,605,130	755,652	602,687	250,102	3,400,640	13,059,7	
Phoenix (Ariz.) Republic (m)	29,689,814	2,257,538	1,306,823	475,667	14,831,148	48,646,1	
Phoenix (Ariz.) Republic (S)	11,573,530	1,387,008	210,957	327,574	5,379,918	18,890,8	
Phoenix (Ariz.) Gazette (e)	29,493,941	2,227,934	1,268,954	469,207	14,788,734	48,363,7	
Pittsburgh (Pa.) Post-Gazette & Sun Telegraph (m)	7,019,799	2,278,541	372,305	563,565	1,811,526	12,468,4	
pr-Pittsburgh (Pa.) Press (e)	16,125,290	2,594,503	393,457	668,774	5,430,340	25,478,3	
pr-Pittsburgh (Pa.) Press (S)	12,111,973	1,786,504	83,623	152,529	4,303,854	18,486,4	
Pontiac Mich.) Oakland Press (e)	17,622,931	819,991	608,198	358,024	4,357,660	23,928,8	
pr-Providence (R.I.) Bulletin (e)	13,800,324	1,729,472	694,110	470,695	7,113,620	23,862,4	
Providence (R.I.) Journal (m)	8,684,508	1,863,426	1,610,234	506,992	7,222,752	20,400,8	
Providence (R.I.) Journal (S)	10,623,665	1,533,813	1,030,063	311,824	1,845,254	15,352,0	
pr-Quincy (Ill) Patriot Ledger (e)	9,338,827	786,946	938,381	528,516	4,928,050	16,657,2	
pr-Roanoke (Va.) Times (m)	10,975,787	1,236,389	264,252	471,542	4,814,101	17,858,8	
pr-p-Roanoke (Va.) Times (S)	3,689,899	1,110,904	49,594	273,725	1,134,410	6,279,0	
pr-Roanoke (Va.) World-News (e)	11,375,360	1,222,550	235,531	451,364	4,848,699	18,246,2	
pr-Rochester (N.Y.) Democrat & Chronicle (m)	11,262,713	1,739,726	1,573,451	714,186	6,081,852	21,624,5	
pr-Rochester (N.Y.)							

In Total Advertising The Miami Herald Ranked

2nd

Among all U.S. Newspapers In 1972

MEDIA RECORDS

In total advertising for 1972

The Light GAINED 4,386,972 lines

The other two newspapers LOST 531,912 lines



San Antonio Light

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE, INC.

DELIVERED TO MORE HOMES THAN THE OTHER TWO NEWSPAPERS COMBINED.

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
Democrat & Chronicle ...(S)	9,006,420	1,262,437	369,426	387,284	3,436,463	14,493,393
Rochester (N.Y.) Times Union .....(e)	16,492,492	1,888,561	1,107,132	718,397	4,416,374	24,688,797
Sacramento (Calif.) Bee ...(e)	18,138,075	1,931,353	799,331	344,457	9,579,129	30,851,178
Sacramento (Calif.) Bee (S)	5,413,881	1,358,053	151,880	80,939	3,877,089	10,884,460
Sacramento (Calif.) Union (m)	11,986,161	1,221,000	578,208	264,518	4,702,824	18,961,836
Sacramento (Calif.) Union .....(S)	1,987,996	882,533	32,792	18,903	779,807	3,705,380
St. Louis (Mo.) Globe-Democrat .....(m)	10,715,309	2,312,261	528,696	1,077,393	3,074,460	17,807,498
St. Louis (Mo.) Globe-Democrat .....(we)	4,201,961	1,178,117	214,227	118,933	1,916,354	7,637,341
St. Louis (Mo.) Post-Dispatch .....(e)	17,050,644	2,464,592	481,282	911,670	7,474,240	28,512,775
St. Louis (Mo.) Post-Dispatch .....(S)	12,645,902	2,050,044	132,706	167,828	6,882,489	21,890,583
St. Petersburg (Fla.) Independent .....(e)	11,169,945	2,025,895	694,004	997,688	12,401,742	27,711,859
St. Petersburg (Fla.) Times .....(m)	25,272,713	2,236,417	1,061,010	1,278,420	14,561,844	44,474,700
St. Petersburg (Fla.) Times .....(S)	12,049,467	1,802,042	258,172	554,159	3,161,905	17,833,327
Salt Lake City (Utah) Tribune .....(m)	20,892,064	1,629,223	621,478	474,306	9,341,572	33,173,654
Salt Lake City (Utah) Tribune .....(S)	7,833,459	1,480,370	118,881	141,386	2,109,069	11,720,016
Salt Lake City (Utah) Deseret News .....(e)	20,375,664	1,384,605	619,646	467,748	9,428,357	32,434,292
San Antonio (Tex.) Express .....(m)	16,435,982	1,674,746	296,710	460,868	8,348,484	27,286,643
San Antonio (Tex.) Express-News .....(S)	6,464,990	1,547,518	68,563	72,560	2,942,743	11,109,268
San Antonio (Tex.) Express-News .....(sat.)	1,770,720	189,127	26,258	37,044	2,358,612	4,392,428
San Antonio (Tex.) News .....(e)	14,238,724	1,622,258	309,775	447,657	8,228,735	24,904,651
San Antonio (Tex.) Light .....(e)	21,906,511	1,541,811	284,850	446,179	7,407,923	31,650,415
San Antonio (Tex.) Light .....(S)	9,616,684	1,290,297	74,533	75,615	2,785,770	13,855,688
San Antonio (Tex.) Light .....(sat.)	1,149,736	58,044	7,031	10,163	1,793,051	3,031,107
San Bernardino (Calif.) Sun (m) & Telegram ..(e)	16,627,422	1,600,966	526,968	312,052	7,816,434	27,172,622
San Bernardino (Calif.) Sun-Telegram .....(S)	4,280,338	1,110,483	78,687	57,269	1,705,792	7,275,620
San Diego (Calif.) Union (m)	17,581,572	2,285,871	1,143,971	521,723	11,503,521	33,225,261
San Diego (Calif.) Union .....(S)	10,787,866	1,452,149	217,954	146,375	3,556,584	16,170,170
San Diego (Calif.) Tribune .....(e)	25,438,129	2,360,706	1,257,692	574,931	11,482,759	41,123,226
San Francisco (Calif.) Chronicle .....(m)	11,448,268	3,235,212	535,106	824,809	8,929,769	25,013,477
San Francisco (Calif.) Examiner .....(e)	12,061,825	3,035,291	475,642	776,231	8,867,436	25,425,967
San Francisco (Calif.) Examiner & Chronicle ..(S)	6,355,666	2,220,946	139,578	82,518	3,924,144	12,735,992
San Jose (Calif.) Mercury .....(m)	28,995,610	2,715,842	1,636,138	613,610	17,653,305	51,689,874
San Jose (Calif.) News (e)	27,292,738	2,690,109	1,609,616	607,063	17,303,490	49,720,320
San Jose (Calif.) Mercury-News .....(S)	9,539,609	1,748,321	286,890	74,570	4,516,894	16,169,220
San Juan (P.R.) Star ....(m)	5,072,898	2,316,391	395,927	279,345	6,509,645	14,767,672
San Juan (P.R.) Star ....(S)	1,315,339	700,133	95,095	51,357	1,283,164	3,455,883
Seattle (Wash.) Post-Intelligencer .....(m)	8,583,953	2,075,108	548,472	297,044	7,075,451	18,657,402
Seattle (Wash.) Post-Intelligencer .....(S)	3,123,903	1,514,655	98,924	45,392	1,695,024	6,480,019
Shreveport (La.) Journal ..(e)	8,737,648	1,177,992	216,606	243,131	5,894,895	16,646,660
Shreveport (La.) Times ..(m)	15,905,994	1,266,122	248,826	246,818	5,949,211	23,714,307
Shreveport (La.) Times ..(S)	7,415,898	581,144	47,597	118,082	1,733,854	9,990,060
South Bend (Ind.) Tribune .....(e)	14,681,829	1,215,551	634,975	400,368	4,323,009	21,476,571
South Bend (Ind.) Tribune .....(S)	5,619,534	1,100,707	211,587	292,499	1,141,066	8,365,606
Spokane (Wash.) Spokesman-Review .....(m)	8,776,081	1,082,872	339,409	182,619	4,092,231	14,529,831
Spokane (Wash.) Spokesman-Review .....(S)	4,709,210	1,147,949	111,151	129,863	2,162,627	8,261,862
Spokane (Wash.) Chronicle .....(e)	10,197,341	1,102,165	372,099	270,703	4,016,551	16,056,695
Syracuse (N.Y.) Herald Journal .....(e)	17,564,086	1,714,757	1,028,211	402,892	3,627,812	24,453,141
Syracuse (N.Y.) Herald American .....(S)	6,606,822	1,472,074	413,505	167,211	1,909,485	10,569,135
Syracuse (N.Y.) Post-Standard .....(m)	6,086,674	1,682,575	791,054	473,250	1,815,125	11,165,345
Tacoma (Wash) News Tribune .....(e)	13,061,239	2,027,060	373,163	291,462	6,133,688	21,964,225
Tacoma (Wash.) News Tribune .....(S)	4,699,877	379,633	84,552	67,501	2,207,854	7,484,971
Tallahassee (Fla.) Democrat .....(e)	11,836,907	937,618	139,371	317,560	3,989,170	17,544,708
Tallahassee (Fla.) Democrat .....(S)	4,195,699	945,978	45,935	182,065	1,168,770	6,590,600
Tampa (Fla.) Tribune (m)	23,371,135	2,446,738	626,708	779,593	12,180,744	39,534,009
Tampa (Fla.) Tribune .....(S)	8,309,286	903,241	143,463	151,102	3,989,676	13,504,204
Tampa (Fla.) Times .....(e)	11,239 961	2,202,944	493,638	523,908	11,359,229	26,020,132
Trenton (N.J.) Times ..(e)	10,399,446	1,061,712	281,750	367,576	4,229,677	16,567,567
Trenton (N.J.) Times Advertiser .....(S)	9,037,575	1,252,608	82,340	193,848	1,681,229	12,252,375
Trenton (N.J.) Trentonian (m)	7,610,506	529,558	152,402	261,771	4,556,579	13,230,966
Washington (D.C.) Post ..(m)	32,730,403	3,562,433	945,545	1,440 338	15,280,878	54,071,246
Washington (D.C.) Post (S)	14,962,941	2,845,474	225,960	337,538	6,311,719	24,697,123
Washington (D.C.) Star-News .....(e)	17,185,165	2,284,745	556,564	804,961	6,440,338	27,780,843
Washington (D.C.) Star-News .....(S)	8 086,938	1,413,903	139,555	318,288	2,028,017	12,011,874
Washington (D.C.) News ..(e)	4,761,528	514,150	204,635	140,699	1,638,238	7,327,555
Waterbury (Conn.) American & Republican .....(m)	9,894,994	810,522	214,157	597,365	4,888,115	16,489,636
Waterbury (Conn.) Republican .....(S)	7,103,715	898,823	123,966	187,172	1,536,296	9,863,413
West Palm Beach (Fla.) Post .....(m)	23,173,457	1,305,632	395,478	404,462	8,600,213	34,176,669
West Palm Beach (Fla.) Times .....(e)	20,535,239	1,252,786	371,224	388,442	6,631,519	29,212,989
West Palm Beach (Fla.) Post Times .....(S)	9,090,082	1,238,229	191,379	268,947	2,485,815	13,309,977
White Plains (N.Y.) Reporter Dispatch .....(e)	11,946,676	2,279,886	563,901	1,108,158	4,049,611	20,114,712

3rd

In Total Classified Advertising The Miami Herald Ranked

Among all U.S. Newspapers In 1972

– MEDIA RECORDS

We Feel Strongly About Our Weeklies

And so do others!

Retailers ran a whopping 11,259,798 lines of advertising in our newspapers during 1972.

Out-of-state editors on March 23rd declared our Sunday News (Ridgewood) and our Ridgewood News (Thurs.) the top two weeklies in New Jersey. The Sunday News topped all Sunday weeklies in the state in general excellence and finished second only to the Newark Star Ledger, a chain daily.

Our long-standing motto has been: "America's Most Honored Suburban Newspapers". Still true!

The Ridgewood Newspapers

30 Oak Street, Ridgewood, N.J. 07541 • Phone (201) 445-6400

S. Austin Brew, National Advertising Consultant

DIRECTORY OF FOOTNOTES

Baton Rouge Advocate (m) and State-Times (e) sold in combination; Linage of one edition, Advocate (m), is shown.

Boston Record American-Advertiser acquired Herald Traveler. Last publications Herald Traveler (m), June 17, Sunday edition June 18. Thereafter Record American-Daily became Record American & Herald Traveler-Daily, and Advertiser-Sunday became Herald Traveler & Advertiser-Sunday.

Cleveland Plain Dealer (m) did not publish May 17, 18, 19 and Oct. 23 and 24 due to strike conditions.

Erie Times (e) and News (m) sold in combination; Linage of one edition, Times (e) is shown.

Honolulu Star-Bulletin & Advertiser Sunday Parade Magazine not distributed Feb. 6 through Mar. 5 and Nov. 12 through Dec. 10 due to strike conditions.

Long Beach Press Telegram (e) and Independent (m) sold in combination; Linage of one edition, Press-Telegram (e), is shown.

Long Island Newsday Sunday first publication date April 9.

New York Times did not publish Aug. 21 due to work stoppage.

Newark News (e) did not publish May 26, 1971 through Apr. 9, 1972 due to strike conditions; News (S) last publication date May 23, 1971. News (e) last publication date Aug. 31, 1972.

Orange County Register (e) and Register (m) sold in combination; Linage of one edition Register (e) is shown.

Providence Bulletin (e) did not publish Apr. 15 and Journal (S) did not publish Apr. 16 due to strike conditions.

San Bernardino Sun (m) and Telegram (e) sold in combination; Linage of one edition Sun (m) is shown.

Washington News ceased publication after July 12; Star (e&S) became Star-News effective July 13.

Waterbury American (e) and Republican (m) sold in combination; Linage of one edition American (e) is shown.

CODE MARKS

x Includes Family Weekly Linage.

p Includes Parade Linage.

pr Includes Part Run Linage.

fd Published 5 days a week only.

* Combination Newspapers.

PART RUN LINAGE

Akron (O.) Beacon Journal (e)	225,950	Cleveland (O.) Plain Dealer (m)	1,625,135
Akron (O.) Beacon Journal (S)	594,092	Cleveland (O.) Plain Dealer (S)	661,020
Atlanta (Ga.) Journal (e)	1,967,966	Cleveland (O.) Press (e)	4,914,555
Baltimore (Md.) News-American (S)	1,101,626	Dallas (Tex.) News (m)	1,149,124
		Dallas (Tex.) News (S)	830,355
Baltimore (Md.) News-American (e)	483,490	Dallas (Tex.) Times-Herald (e)	1,623,590
		Dallas (Tex.) Times-Herald (S)	659,725
Bergen County (N.J.) Record (e)	2,898,621	Denver (Colo.) Post (e)	1,716,482
Bergen County (N.J.) Record (S)	673,980	Des Moines (Ia.) Register (m)	362,228
Birmingham (Ala.) News (e)	821,153	Des Moines (Ia.) Tribune (e)	1,170,336
Boston (Mass.) Herald Traveler & Advertiser (S)	2,944,515	Des Moines (Ia.) Register (S)	3,333,277
		Detroit (Mich.) Free-Press (m)	1,266,978
Boston (Mass.) Globe (S)	760,068	Detroit (Mich.) Free-Press (S)	1,287,478
Boston (Mass.) Herald Traveler(S)	85,860	Detroit (Mich.) News (e)	3,905,716
Buffalo (N.Y.) Courier-Express (S)	176,266	Detroit (Mich.) News (S)	1,944,114
		Fort Lauderdale (Fla.) News (e)	1,122,507
Buffalo (N.Y.) News (e)	1,473,524	Hartford (Conn.) Courant (S)	2,057,152
Charlotte (N.C.) Observer (m)	209,840	Houston (Tex.) Chronicle (e)	6,027,437
Cincinnati (O.) Post & Times-Star (e)	64,560	Houston (Tex.) Chronicle (S)	1,635,667
		Houston (Tex.) Post (m)	3,811,559
Houston (Tex.) Post (S)	1,752,838	Roanoke (Va.) Times (m)	491,535
Kansas City (Mo.) Star (e)	1,130,258	Roanoke (Va.) Times (S)	25,600
Long Beach (Calif.) Press-Telegram (e)	4,274,104	Roanoke (Va.) World-News (e)	430,064
		Rochester (N.Y.) Democrat & Chronicle (m)	11,305
Long Beach (Calif.) Press-Telegram (S)	154,924	Rochester (N.Y.) Democrat & Chronicle (S)	187,643
Long Island (N.Y.) Newsday (e)	7,068,271	St. Louis (Mo.) Globe-Democrat (m)	2,438,941
Long Island (N.Y.) Newsday (S)	658,219	St. Louis (Mo.) Globe-Democrat (we)	122,936
Los Angeles (Calif.) Times (m)	14,472,134	St. Louis (Mo.) Post-Dispatch (e)	1,936,407
Los Angeles (Calif.) Times (S)	15,242,087	St. Louis (Mo.) Post-Dispatch (S)	123,680
Memphis (Tenn.) Press-Scimitar (e)	1,308,347	St. Petersburg (Fla.) Times (m)	6,457,857
Miami (Fla.) Herald (m)	2,473,468	St. Petersburg (Fla.) Times (S)	2,804,094
Miami (Fla.) Herald (S)	1,349,995	San Bernardino (Calif.) Sun (m)	771,828
Miami (Fla.) News (e)	726,118	San Bernardino (Calif.) Sun-Telegram (S)	246,615
Milwaukee (Wis.) Sentinel (m)	210,612	San Jose (Calif.) Mercury (m)	2,300,690
Milwaukee (Wis.) Journal (e)	210,749	San Jose (Calif.) News (e)	2,281,207
Minneapolis (Minn.) Tribune (m)	609,248	Seattle (Wash.) Post-Intelligencer (m)	26,040
Minneapolis (Minn.) Tribune (S)	421,816	South Bend (Ind.) Tribune (e)	124,036
Minneapolis (Minn.) Star (e)	6,829,829	South Bend (Ind.) Tribune (S)	214,014
New Orleans (La.) Times Picayune (S)	1,349,120	Syracuse (N.Y.) Herald-Journal (e)	256,269
New Orleans (La.) States & Item (e)	204,558	Syracuse (N.Y.) Herald-American (S)	188,036
New York (N.Y.) Times (S)	4,645,018	Tallahassee (Fla.) Democrat (e)	210,529
New York (N.Y.) News (m)	10,280,962	Tampa (Fla.) Tribune (m)	2,789,966
New York (N.Y.) News (S)	16,633,245	Trenton (N.J.) Times Advertiser (S)	155,787
Newark (N.J.) Star-Ledger (m)	588,220		
Newark (N.J.) Star-Ledger (S)	202,529	Washington (D.C.) Star & News, (S)	214,683
Orlando (Fla.) Sentinel (m)	4,569,422	West Palm Beach (Fla.) Post (m)	78,439
Orlando (Fla.) Sentinel (S)	2,053,552	West Palm Beach (Fla.) Times (e)	78,489
Orlando (Fla.) Star (e)	3,431,567		
Philadelphia (Pa.) Bulletin (e)	8,908,208		
Philadelphia (Pa.) Bulletin (S)	5,462,636		
Philadelphia (Pa.) Inquirer (m)	2,652,962		
Philadelphia (Pa.) Inquirer (S)	6,674,862		
Pittsburgh (Pa.) Press (e)	106,560		
Pittsburgh (Pa.) Press (S)	201,663		
Providence (R.I.) Bulletin (e)	799,830		
Quincy (Ill.) Patriot Ledger (e)	498,962		

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In Total Color Advertising The Miami Herald Ranked

1st

Among all U.S. Newspapers In 1972

—MEDIA RECORDS

1972 Advertising Linage Surveyed by Editor & Publisher

Newspaper	Retail	General	Automotive	Financial	Classified	Total Advertising
ALABAMA						
rmingham News/Post-Herald (meS)	35,772,172	4,751,993	1,618,017	1,331,386	15,316,826	58,790,394
orence Times-Tri-Cities Daily (eS)	11,188,254	476,364	NA	NA	2,950,542	14,615,160
intsville Times (eS)	17,024,812	1,141,420	62,796	25,618	4,431,756	22,736,910
sper Mountain Eagle (e)	210,443	13,379	In Local	In Local	33,238	269,383
obile Press Register (S)	4,130,280	168,840	NA	NA	1,454,432	5,753,552
" Press (e)	12,436,820	1,232,952	NA	NA	4,121,180	17,790,934
" Register (m)	12,054,308	1,230,362	NA	NA	4,126,542	17,411,212
" Press-Register (sat.)	1,097,124	27,090	NA	NA	943,894	2,068,108
lma Times-Journal (eS)	6,318,494	269,052	NA	NA	1,160,194	7,747,740
ALASKA						
airbanks, Alaska News-Miner (e)	4,904,410	534,841	NA	NA	2,019,736	7,458,987
ARIZONA						
lagstaff Sun (e)	4,071,970	161,574	NA	NA	1,091,818	6,043,688
esa Tribune (e)	5,324,748	334,128	NA	NA	2,945,232	8,604,108
ottsdale Progress (e)	2,998,639	563,185	NA	NA	1,561,203	5,773,292
ucson Arizona Star-Citizen (meS)	52,926,044	3,506,125	NA	NA	21,639,208	78,071,378
uma Sun (eSex.sat.)	6,560,316	252,070	NA	NA	2,479,764	9,292,150
ARKANSAS						
atesville Guard (e)	2,204,899	7,478	123,526	245,500	290,766	2,872,169
l Dorado Times (e)	3,172,050	208,509	NA	NA	490,553	4,378,262
ope Star (e)	1,798,608	152,796	NA	57,358	368,088	2,376,850
ena Star (e)	1,930,656	106,288	NA	NA	151,704	2,188,648
ot Springs Sentinel-Record (mS)	6,819,708	340,018	361,116	221,102	2,654,526	8,396,470
ot Springs New Era (e)	5,292,924	310,814	320,544	66,276	2,181,508	8,172,066
ine Bluff Commercial (eS)	9,780,164	471,688	NA	NA	2,064,342	12,325,194
pringdale News (eSex.sat.)	8,619,198	499,394	NA	NA	1,277,927	10,463,474
tuttgart Leader (e)	2,232,916	190,904	NA	38,850	84,071	2,914,884
exarkana Gazette/News (meS)	20,895,238	1,146,376	NA	NA	5,319,160	27,360,774
CALIFORNIA						
ntioch Ledger (e)	4,453,113	363,514	315,495	55,163	1,938,181	7,125,466
akersfield Californian (eS)	14,962,766	1,393,700	NA	NA	4,797,366	21,153,832
hico Enterprise-Record (e)	7,087,178	536,884	55,440	178,542	1,937,556	10,069,234
oncord Transcript (e)	3,295,082	366,548	503,965	5,544	1,163,260	5,334,183
orona Daily Independent (e)	2,849,021	143,094	NA	NA	960,932	4,066,895
avis Enterprise (eex.sat.)	NA	NA	NA	NA	Not Inclu.	2,431,226
El Centro Imperial Valley Press & Brawley Press (e)	5,365,892	293,538	NA	NA	1,603,168	7,262,598
ontana Herald-News (e)	1,803,634	127,218	NA	NA	634,886	2,565,738
remont Argus (mS)	8,494,853	525,087	NA	NA	5,387,856	14,407,796
resno Bee (eS)	20,862,366	2,878,118	561,386	409,180	8,395,128	33,106,178
ullerton News Tribune (e)	9,677,276	926,044	NA	NA	2,468,746	13,072,066
Glendale-Burbank News-Press Review (e)	6,139,280	365,708	1,294,951	336,000	4,026,008	12,161,947
Grass Valley Union (e)	167,840	11,845	NA	NA	89,250	292,247
Hayward Review (eS)	12,513,340	734,440	NA	NA	5,387,856	18,936,636
Hollister Free Lance (e)	2,510,956	76,532	21,020	NA	639,940	3,248,448
La Habra/Brea Star-Progress (e)	2,690,744	2,292,416	NA	221,802	746,662	5,951,624
Livermore Herald & News (mS)	9,771,566	232,631	NA	NA	2,025,857	12,031,054
Lodi News-Sentinal (m)	4,235,581	149,576	NA	NA	2,012,584	6,397,741
Lompoc Record (e)	3,382,148	181,650	NA	NA	1,673,364	5,237,162
Madera Tribune (e)	184,382	85,062	17,330	13,170	59,948	358,892
Marysville-Yuba City Appeal-Democrat (e)	6,462,792	443,982	97,343	155,288	2,559,564	12,217,422
NOTE: Grand Total Includes 2,498,454 lines of Inserts						
Merced Sun-Star (e)	6,822,130	293,594	NA	NA	2,125,074	9,240,798
Modesto Bee (eS ex. sat.)	9,748,928	1,558,564	NA	NA	4,551,876	15,859,368
Monterey Peninsula Herald (e)	13,515,714	559,342	NA	NA	4,946,326	19,021,382
Newport Beach-Costa Mesa Pilot (eS)	9,550,912	572,435	4,117,732	306,811	5,653,872	20,201,762
Oakland Tribune (e-mon.-fri.;sat. m; S)	23,886,883	4,749,359	820,083	579,920	9,428,710	39,464,955
NOTE: Grand Total includes Parade, Tuesday Mag. and Comic linage						
Ontario Report (eS)	10,430,154	1,102,500	2,393,684	290,346	4,539,094	18,755,778
Oroville Mercury/Register (e)	3,315,564	274,932	120,134	NA	1,226,806	4,937,436
Palo Alto Times (e)	11,564,392	1,030,750	587,251	171,969	6,232,240	19,586,602
Pasadena Star-News (meS)	10,248,559	1,804,547	408,216	245,372	5,918,228	17,971,334
Pomona Progress Bulletin (e)	14,814,646	1,227,792	2,174,991	309,194	5,909,694	12,899,331
Redding Record-Searchlight (e)	6,269,410	522,900	NA	NA	2,848,524	9,640,834
Richmond Independent (e)	3,030,566	243,642	129,640	32,046	2,539,558	7,299,474
Riverside Enterprise (m)	22,971,144	2,075,374	476,786	667,445	9,223,382	35,414,131
Riverside Press (e)	17,986,780	2,074,666	469,730	492,546	8,757,840	29,781,562
Riverside Press-Enterprise (S)	4,340,266	333,422	NA	NA	1,756,496	6,435,184
Totals	45,298,190	4,408,462	946,516	1,159,991	19,737,718	71,630,877
Sacramento Union (m)	13,974,241	2,104,383	611,000	283,421	5,482,631	22,668,150
Salinas Californian (e)	11,273,458	63,140	NA	NA	3,952,242	16,141,566
San Gabriel Valley Tribune (eS)	21,119,168	1,442,038	NA	NA	11,957,568	34,518,774
San Luis Obispo Telegram-Tribund (e)	4,091,780	475,860	In General	In General	2,152,598	6,720,238
San Mateo Times & Daily News Leader (e)	12,209,140	1,308,006	1,423,381*	342,508*	4,780,804	18,317,950
Automotive in Classified & Display; Financial in National						
Santa Barbara News-Press (eS)	14,984,326	1,433,866	NA	NA	7,426,104	24,375,414
Santa Cruz Sentinel (eS)	10,020,150	352,894	NA	NA	4,156,222	14,954,898
Santa-Maria Times (e)	6,432,258	358,540	NA	NA	2,536,282	9,531,060
Santa Monica Outlook (e)	8,108,366	1,235,794	In Local & National		5,775,818	15,119,978
Santa Paula Chronicle (e)	4,684,666	113,904	45,276	21,294	643,454	5,508,594
Santa Rosa Press Democrat (mS)	11,148,872	999,030	8,629,950	4,229,092	6,092,030	31,088,974
South Bay Daily Breeze (eS)	22,243,018	1,034,376	NA	NA	12,792,738	36,498,070
Stockton Record (eS)	13,402,116	1,359,234	80,970	81,960	4,479,076*	19,403,356
*Does not include preprints.						
Taft Midway Driller (e)	116,893	8,047	NA	NA	48,740	153,680
Thousand Oaks News-Chronicle (eSex.sat.)	5,707,506	544,250	NA	NA	3,606,778	9,858,534
Tulare Advance-Register (e)	3,013,717	221,949	NA	NA	1,097,598	4,333,264
Turlock Journal (e)	5,558,932	114,519	31,068	62,663	1,242,668	6,009,850
Ukiah Journal (eex.sat.)	3,384,276	168,336	161,672	NA	1,212,043	4,926,327
Van Nuys Valley News & Green Sheet (mS)	30,215,108	1,264,224*	NA	843,794	22,496,313	53,975,645
NOTE: Grand Total Includes Family Weekly						
Victorville Press (e-ex.sat.)	2,992,080	191,044	504,000	NA	1,260,112	4,947,236
Visalia Times-Delta (e)	8,149,339	360,528	127,526	98,700	2,274,888	11,010,972
Watsonville Register-Pajaronian (e)	4,699,338	161,308	32,466	18,353	1,538,978	6,450,443
Whittier News (e)	6,605,620	299,230	1,119,818	123,836	2,784,782	10,933,286
Woodland Democrat (e)	3,348,170	23,000	118,292	129,300	1,718,192	5,336,954
Yreka Siskiyou News (e)	1,106,700	130,480	NA	NA	379,498	1,616,678
COLORADO						
Canon City Record (e)	3,085,348	102,130	29,568	NA	424,480	3,641,526
Colorado Springs Gazette Telegraph (e-mon.-fri.,sat.m,S)	27,373,696	1,105,566	NA	NA	10,392,844	38,872,106
Durango Herald (eS)	2,975,392	222,578	NA	NA	925,176	3,623,146
Fort Collins Coloradoan (eS)	10,080,994	367,976	118,034	514,742	3,907,638	16,253,538
Fort Morgan Times (e)	2,496,278	130,292	63,580	104,566	428,540	3,223,256
Grand Junction Sentinel (eS)	5,493,600	408,912	NA	NA	1,916,250	8,102,122
Greeley Tribune (e)	12,601,204	412,216	NA	NA	3,517,374	16,530,808
Longmont Times-Call (e,sat.m)	6,823,404	182,140	NA	NA	1,618,442	8,623,986
Loveland Reporter-Herald (e,sat.m)	5,316,749	208,194	NA	NA	1,187,032	6,711,975
Pueblo Chieftain (m)	9,918,849	663,124	In Gen'l & Retail		1,967,342	12,549,315
Pueblo Star-Journal (e)	9,761,862	663,124	" " " "		1,920,379	12,345,365
Pueblo Star-Journal & Sunday Chieftan (S)	2,819,632	238,674	" " " "		644,788	3,703,094
Totals	22,500,343	1,564,922	" " " "		4,532,509	28,597,774
Rocky Ford Gazette (e)	NA	NA	NA	NA	NA	3,066,840
CONNECTICUT						
Bridgeport Telegram (m)	17,539,161	1,498,377	NA	NA	6,804,604	25,847,142
" Post (e)	17,018,638	1,538,975	NA	NA	6,909,397	25,467,010
" Post (S)	5,583,651	182,565	NA	NA	2,422,216	8,188,432
Bristol Press (e)	5,834,430	221,676	NA	NA	1,888,124	7,944,230
Danbury News-Times (e)	12,110,206	798,356	NA	NA	4,867,366	17,775,928
" News-Times (S)*	985,048*	4,799*	NA	NA	292,726*	1,282,573*
*Note: Sunday from Sept. 24 on (newpaper) 14issues						
Greenwich Time (e)	5,806,444	958,902	NA	NA	2,166,094	8,931,440
Manchester Herald (e)	6,643,658	204,982	NA	NA	1,492,218	8,340,858
Meriden Record (m)	10,612,646	420,156	NA	NA	2,073,582	13,106,384
Meriden Journal (e)	9,381,933	417,942	NA	NA	1,877,554	11,677,429
Middletown Press (e)	6,217,435	293,951	NA	NA	1,480,227	8,132,852
Milford Citizen (e)	2,890,636	79,184	NA	NA	798,812	3,768,632
New Britain Herald (e)	8,681,011	555,291	NA	NA	1,598,042	10,834,344
New Haven Journal-Courier (m)	8,846,061	1,786,874	1,007,834	852,524	4,702,278	17,195,571
New Haven Register (e)	14,522,704	1,771,500	603,560	940,743	5,888,596	23,727,103
" Register (S)	11,071,787	862,349	557,180	86,513	2,558,276	15,136,105
Totals	34,440,552	4,420,723	2,168,574	1,879,780	13,149,150	56,058,779
New London The Day (e)	11,317,530	763,389	NA	NA	2,897,076	14,977,995
Norwalk The Hour (e)	12,189,366	816,326	NA	NA	2,959,922	15,965,614
Stamford Advocate (e)	10,403,232	1,179,514	543,606	706,104	4,452,532	17,284,988
Torrington Register (e)	6,628,982	257,996	NA	NA	1,736,224	8,623,202
Vernon Journal Inquirer (e)	3,792,824	NA	NA	NA	689,194	4,482,018
DELAWARE						
Dover Delaware State News (e-ex.sat.)	7,983,030	364,000	NA	NA	1,776,592	10,123,622
Dover Delaware State News (S)	1,522,212	18,353	NA	NA	367,488	1,908,053
Wilmington News (m)	18,075,805	2,208,623	NA	NA	6,784,622	27,069,050
" Journal (e)	18,075,805	2,208,623	NA	NA	6,784,622	27,069,050

In Total Retail Advertising The Miami Herald Ranked

2nd

Among all U.S. Newspapers In 1972

—MEDIA RECORDS

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
FLORIDA						
Clearwater Sun .....(e)	19,063,156	414,393	NA	NA	7,539,826	27,017,375
Cocoa Today .....(mS)	15,372,294	595,594	NA	NA	5,924,464	21,892,262
Daytona Beach Journal ...(m)	8,324,232	589,092	NA	NA	4,369,198	13,282,522
" " News .....(e)	6,732,138	577,690	NA	NA	3,598,672	10,908,500
" " News-						
" " Journal ..(S)	2,743,790	90,888	NA	NA	1,066,674	3,901,352
*NOTE: 6 column page (Classified 9-Column)						
DeLand Sun News (e-S-ex.sat.)	1,115,772	10,451	NA	NA	239,330	1,365,553
Fort Lauderdale News ...(eS)	47,054,548	3,138,827	1,153,080	1,548,189	18,933,267	72,322,166
Fort Myers News-Press .(mS)	22,079,302	587,846	568,176	NA	6,483,995	29,719,319
Fort Pierce News						
Tribune .....(eS-ex.sat.)	6,395,976	209,538	NA	NA	1,612,828	8,218,342
Fort Walton Beach Play-ground Daily News .....(m)	6,989,794	156,674	NA	NA	2,417,478	9,928,254
Hollywood Sun-Tattler ....(e)	16,588,236	516,376	NA	NA	8,862,224	25,966,836
Kissimmee Osceola Sun ...(e)	1,605,478	57,876	87,206	25,200	843,008	2,618,808
Lakeland Ledger (e, sat. m,.S)	13,314,448	418,124	NA	NA	5,233,788	18,966,360
Leesburg Commer-cial .....(e ex. sat.)	3,111,794	62,776	NA	NA	1,071,714	4,246,234
Melbourne Times .(e ex. sat.)	4,640,748	184,240	NA	NA	2,947,350	7,772,338
Ocala Star-Banner .....(eS)	8,852,200	246,400	NA	NA	2,976,400	12,075,600
Orlando Sentinel Star all Day	21,675,556	1,932,780	558,359	648,132	10,057,832	35,068,805
Orlando Sentinel Star ....(S)	8,772,941	1,719,629	170,298	596,208	2,674,167	14,139,833
Panama City News-Herald .....(mS)	8,690,752	369,094	NA	NA	2,824,696	11,875,542
Pensacola Journal .....(m)	1,589,754	57,200	NA	NA	357,000	2,003,954
Pensacola News .....(e)	504,344	56,874	NA	NA	295,186	856,404
Pensacola News-Journal ..(S)	484,039	15,901	NA	NA	92,698	592,638
Pompano Beach Sun-Sentinel ...(m mon fri.)	19,683,643	2,090,378	NA	NA	5,131,680	26,905,701
St. Augustine Record ....(e)	3,393,572	88,872	NA	NA	980,196	4,462,640
Sanford Herald .....(eS)	5,118,974	61,096	NA	NA	682,262	5,862,332
Sarasota Herald-Tribune/Journal .....(meS)	17,777,914	788,368	NA	NA	8,149,750	16,716,032
Tampa Tribune-Times (meS)	40,404,954	5,041,838	6,878,939	NA	21,604,898	73,930,629
Part Run Linage included: Retail—1,658,040 Lines; Classified—1,189,646 Lines						
Titusville Star-Advocate ....(e ex. sat)	4,322,962	173,558	NA	NA	2,860,032	7,356,552
GEORGIA						
Athens News .....(m)	4,993,142	342,496	99,162	NA	2,002,980	7,437,780
Athens Banner-Herald .....(e)	5,401,844	345,702	99,162	NA	1,927,506	7,774,214
Atlanta Journal .....(e)	25,622,746	3,119,668	863,259	1,037,228	16,244,609	49,010,094
Atlanta Constitution .....(m)	21,962,522	2,951,097	684,438	1,035,087	16,689,974	43,457,678
Atlanta Sunday .....(S)	11,011,693	1,440,609	255,540	303,767	7,947,605	21,129,301
NOTE: Journal (e) Grand Total includes 1,967,956 lines part run						
Columbus Enquirer .....(m)	9,600,822	960,834	374,710	NA	3,461,948	14,398,314
Columbus Ledger .....(e)	9,642,262	956,774	26,124	NA	3,444,364	14,069,524
Columbus Ledger-Enquirer (S)	2,387,168	236,992	—	NA	983,108	3,607,268
Cordele Dispatch .....(e)	3,831,156	95,298	NA	NA	727,790	4,701,354
Dublin Courier Herald ....(e)	5,181,613	192,867	153,263	102,631	99,140	5,729,514
Gainesville Times .....(e)	7,402,500	252,490	NA	NA	1,762,908	9,417,898
Lawrenceville Gwinnett Daily News .....(eS)	3,829,770	252,672	NA	NA	1,566,068	5,861,282
Moultrie Observer .....(e)	5,588,562	123,200	NA	NA	821,702	6,533,464
Rome News Tribune ....(eS)	9,857,176	238,098	NA	NA	1,817,638	11,912,922
Tifton Gazette .....(e)	3,952,011	95,739	7,126	—	1,781,507	5,836,383
Waycross Journal Herald ..(e)	6,549,413	231,018	NA	NA	898,440	7,678,872
IDAHO						
Boise Statesman .....(mS)	13,050,520	1,118,264	167,595	365,130	6,208,202	20,909,711
Coeur d'Alene Press .....(e)	4,095,826	259,924	53,508	133,280	1,701,546	6,244,084
Idaho Falls Post-Register .... (mS ex. mon.; e ex. sat.)	8,301,818	402,892	144,676	249,788	2,291,212	11,390,386
Lewiston Tribune .....(m)	7,842,968	346,360	NA	NA	1,251,450	9,440,778
Moscow Idahonian .....(e)	4,007,612	294,249	31,615	69,328	1,237,516	5,640,320
Nampa Free Press (e) and Caldwell News-Tribune ..(e)	5,962,306	704,508	NA	NA	2,471,574	9,138,388
Pocatello Idaho State Journal .....(eS)	7,101,990	580,874	In General	In Retail	1,854,580	9,537,444
Twin Falls Times-News ..(eS)	9,188,690	445,354	NA	NA	2,425,136	12,059,180
ILLINOIS						
Alton Telegraph .....(e)	11,552,492	475,748	NA	NA	3,379,026	15,554,658
Arlington Heights Herald .....(m ex. sat.)	11,491,194	NA	1,481,162	NA	5,041,897	18,014,253
Aurora Beacon-News .....(eS)	17,748,388	804,720	NA	NA	6,210,428	24,763,536
Bloomington Pantagraph .....(all day)	12,710,077	746,118	68,680	NA	5,804,218	19,329,093
Canton Ledger .....(e)	4,491,298	142,898	NA	NA	894,684	5,528,880
Carbondale Southern Illinoisan .....(eS ex. sat.)	7,234,640	406,770	NA	NA	2,005,800	9,647,210
Centralia Sentinel .....(e)	4,469,262	214,797	33,591	NA	951,818	5,669,468
(S)	1,060,584	18,592	2,968	NA	250,264	1,332,408
Champaign-Urbana News-Gazette .....(eS)	16,392,306	704,460	NA	178,864	5,357,562	21,633,192
Chicago Sun-Times .....(mS)	34,259,076	5,304,939	863,395	1,060,156	11,800,247	53,287,813
Chicago News .....(e/sat.)	13,475,807	3,961,973	568,656	841,557	4,274,883	23,122,876
Chicago Tribune .....(mS)	48,444,653	9,455,143	2,329,940	2,965,925	20,580,910	83,776,571
Chicago Today .....(e)	10,172,732	2,458,615	399,829	449,239	2,857,555	16,337,970
Chicago Calumet .....(e)	1,527,372	NA	789,796	59,857	1,172,528	3,549,553
Clinton Journal and Public (e)	1,570,548	59,990	NA	38,906	347,802	2,010,2
Danville Commercial News (e)	7,467,166	462,392	93,394	290,682	2,135,196	10,448,8
Danville Comercial News (S)	2,685,340	87,920	9,086	54,530	497,896	3,334,7
Effingham News .....(e)	4,207,378	317,926	NA	NA	1,155,616	5,680,9
Freeport Journal-Standard (e-mon.-fri.,sat.m)	6,253,142	327,026	NA	169,470	2,063,523	8,813,1
NOTE: This is a 6 column format—converted to 8 column measurement						
Harrisburg Register .....(e)	3,251,114	110,848	NA	129,306	769,398	4,260,6
Jacksonville Journal Courier .....(meS)	8,050,651	245,052	19,436	312	1,375,696	9,691,1
Kankakee Journal (eSex.sat.)	13,117,854	369,905	353,220	473,816	3,128,342	17,443,1
LaSalle News-Tribune .....(e)	9,224,544	220,598	NA	380,310	1,987,188	11,812,6
Litchfield News-Herald ....(e ex. sat.)	1,926,302	43,792	24,514	27,930	278,992	2,301,5
Mattoon Journal Gazette ..(e)	5,919,214	164,248	NA	NA	1,189,300	7,272,7
Moline-East Moline Dispatch .....(e)	13,411,972	1,400,658	In General		3,308,298	18,120,9
Monmouth Review Atlas ..(e)	2,804,200	122,626	NA	NA	467,040	3,393,8
NOTE: Reprinted Inserts 756,336						
Pekin Times .....(e)	9,497,320	164,500	82,600	234,836	2,318,134	12,297,3
Peoria Journal Star ....(meS)	18,921,730	3,045,868	NA	NA	5,770,460	27,738,0
Pontiac Leader .....(e)	3,428,026	95,102	22,652	103,894	440,174	4,089,8
Quincy Herald-Whig .....(eS)	10,666,284	417,284	264,054	270,102	2,704,016	13,787,5
Robinson News .....(e)	3,586,394	94,654	NA	NA	371,420	3,952,4
Rock Island Argus .....(e)	12,039,480	1,423,436	Included in	General	2,077,810	15,531,7
Rockford Star .....(m)	13,325,088	1,117,536	NA	NA	5,573,120	20,364,1
Rockford Register-Republic (e)	13,290,310	1,120,896	NA	NA	5,574,870	20,216,8
Rockford Register-Star ...(S)	4,278,904	352,744	NA	NA	1,524,698	6,181,0
Totals .....(e)	30,894,302	2,591,176	NA	NA	12,672,688	46,762,1
Springfield Illinois State Register .....(e)	11,395,132	886,452	NA	NA	3,730,328	16,011,9
Springfield Illinois State Journal .....(m)	11,759,188	906,710	NA	NA	3,716,160	16,382,0
Springfield The State Journal-Register .....(sat.)	1,383,326	55,902	NA	NA	1,412,124	2,851,3
Springfield The State Journal-Register .....(S)	4,172,014	334,040	NA	NA	1,711,038	6,217,0
Totals .....(e)	28,709,660	2,183,104	NA	NA	10,569,650	41,462,4
Sterling Gazette .....(e)	4,330,716	134,424	18,552	68,956	737,568	5,290,2
Streator Times-Press .....(e)	6,300,000	141,000	NA	NA	969,000	7,600,0
Waukegan News-Sun .....(e)	14,904,484	578,004	NA	NA	6,168,946	21,751,4
INDIANA						
Anderson Herald (mSex.mon.)	11,343,374	436,184	NA	NA	3,011,862	14,923,2
Anderson Bulletin .....(e)	11,248,104	432,222	NA	NA	2,998,940	14,883,6
Bloomington Herald-Telephone & Herald-Times .....(eS)	12,204,850	300,628	51,352	332,634	2,764,566	15,654,0
Bluffton News-Banner .....(e)	2,647,344	69,552	NA	NA	261,401	2,978,2
Columbus Republic .....(e)	2,535,008	247,478	53,466	NA	1,796,648	12,609,2
Crawfordsville Journal-Review .....(e)	4,733,750	104,328	109,214	NA	1,081,150	6,028,4
Decatur Democrat .....(e)	2,838,962	61,124	NA	NA	385,630	3,285,7
Fort Wayne News-Sentinel (e)	15,166,421	1,498,810	669,720	335,867	7,346,982	25,253,7
Fort Wayne Journal-Gazette .....(m)	9,557,037	1,329,617	622,398	246,216	7,099,318	19,016,3
Fort Wayne Journal-Gazette .....(S)	5,324,788	1,116,442	138,126	136,664	1,729,804	8,513,8
Franklin Journal .....(e)	3,589,418	234,038	NA	NA	697,578	4,521,0
Gary Post-Tribune .....(eS)	16,720,550	1,974,714	206,063	40,296	5,633,852	24,575,4
Goshen News .....(e)	5,164,362	159,628	NA	264,152	791,532	6,379,6
Greensburg News .....(e)	2,738,862	30,142	252,784	158,032	599,984	3,779,8
Hartford City News-Times (e)	2,004,744	58,604	NA	NA	440,342	2,503,6
Huntington Herald-Press (eS)	3,823,596	117,292	45,444	362,292	1,366,190	5,669,3
Kokomo Tribune .....(eS)	11,160,072	388,108	73,094	NA	4,061,372	18,183,3
NOTE: Grand Totals include 2,500,722 Preprint Lines.						
Lafayette Journal & Courier (e)	16,602,152	719,138	NA	137,830	4,561,788	22,020,9
LaPorte Herald-Argus .....(e)	5,833,428	20,288	47,642	NA	1,268,896	7,269,2
Logansport Pharos-Tribune & Press (e)	4,248,286	166,684	NA	NA	1,086,988	5,501,9
Logansport Pharos-Tribune & Press (S)	1,338,050	16,562	NA	NA	247,422	1,602,0
Totals .....(e)	5,586,336	183,246	NA	NA	1,334,410	7,103,9
Madison Courier .....(e)	4,256,000	83,996	NA	NA	560,896	4,900,8
Marion Chronicle-Tribune .(S)	2,188,214	84,434	NA	NA	641,774	2,914,4
Tribune .....(All-Day)	8,876,294	408,366	NA	NA	2,613,536	11,898,1
Totals .....(e)	11,065,508	492,790	NA	NA	3,255,280	14,812,5
New Castle Courier Times (e)	5,733,952	207,718	In Gen'l	In Gen'l	1,287,398	7,328,3
NOTE: Does not include 134 inserts						
Plymouth Pilot-News .....(e)	2,779,224	73,388	NA	NA	624,820	3,477,4
Portland Commercial Review .....(e)	3,460,562	46,214	40,698	NA	548,142	4,095,6
Princeton Clarion .....(e)	3,213,602	31,696	NA	129,472	487,354	3,862,1
Rochester Sentinel .....(e)	1,733,998	29,638	29,050	65,324	544,138	2,402,1
Rushville Republican .....(e)	3,363,416	44,072	NA	NA	471,086	3,949,8
Seymour Tribune .....(e)	4,781,139	97,750	164,136	363,636	1,571,712	6,978,3
Shelbyville News .....(e)	4,956,322	58,086	54,306	88,508	1,028,762	7,070,2
NOTE: Preprints—884,268 Lines not included						
South Bend Tribune .....(e)	14,682,129	1,215,551	634,975	400,368	4,543,848	21,476,8
South Bend Tribune .....(S)	5,621,046	1,100,707	211,587	292,499	1,141,279	8,367,1
Totals .....(e)	20,303,175	2,316,258	846,562	692,867	5,685,127	29,843,9
Valparaiso Vidette-Messenger (e,sat.m.)	5,640,950	130,032	36,736	148,274	1,746,864	7,702,8
Vincennes Sun-Commercial (eS)	6,850,144	193,452	NA	89,194	1,301,146	8,433,9
Washington Times-Herald (e)	4,036,774	144,760	NA	NA	959,266	5,210,8

In Total Financial Advertising The Miami Herald Ranked

3rd

Among all U.S. Newspapers In 1972

—MEDIA RECORDS

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Advertising
IOWA						
mes Tribune (e)	5,434,240	173,446	150,640	NA	1,649,760	7,408,086
tlantic News-Telegraph (e)	2,595,096	99,641	40,275	8,918	211,414	2,955,344
oone News-Republican (e)	2,398,452	127,351	NA	87,010	511,441	3,124,254
arroll Times-Herald (e)	2,256,666	126,672	NA	NA	446,894	2,830,232
edar Falls Record (m)	3,164,084	649,936	NA	NA	505,820	4,319,840
edar Rapids Gazette (eS)	14,691,250	1,006,040	NA	NA	4,789,078	20,486,368
harles City Press (e)	2,489,802	70,490	69,776	102,690	365,806	3,098,564
herokee Times (e)	2,363,102	97,398	NA	NA	182,196	2,642,696
linton Herald (e)	8,375,226	206,992	64,096	NA	1,777,672	10,423,986
reston News Advertiser (e)	2,634,482	125,594	NA	NA	641,312	3,601,388
avenport Times-Democrat (All-Day, S)	12,209,470	1,589,994	NA	NA	6,015,450	20,047,776
ubuque Telegraph Herald (eS)	11,359,278	544,670	NA	NA	2,978,962	14,882,910
stherville News (e)	2,069,878	94,332	NA	NA	394,366	2,578,576
irfield Ledger (e)	2,449,636	82,964	20,202	NA	421,106	3,043,558
owa City Press-Citizen (e)	8,569,358	286,664	NA	NA	2,287,712	11,143,734
eMars Sentinel (e)	1,989,680	92,400	NA	NA	850,584	2,932,664
arshalltown Times-Republican (e)	8,089,760	251,556	48,755	239,442	1,910,076	10,539,589
ason City Globe-Gazette (e)	7,293,258	438,277	68,901	NA	1,567,104	9,367,540
uscatine Journal (e)	5,116,678	201,816	27,700	NA	953,988	6,300,182
elwein Register (e)	2,762,802	132,804	NA	NA	716,954	3,693,396
ttumwa Courier (e)	5,163,004	375,508	NA	NA	1,016,848	6,555,360
erry Chief (e)	1,782,214	96,670	29,582	79,086	399,420	2,278,304
inton Cedar Valley Times (eex.sat.)	1,397,970	67,746	6,622	115,360	165,564	1,753,262
ashington Journal (e)	2,290,218	100,674	NA	NA	476,938	2,867,830
aterloo Courier (eS)	16,380,238	849,590	NA	NA	3,675,224	20,905,052
ebster City Freeman-Journal (e)	3,172,022	91,456	44,805	1,736	447,678	3,757,697
KANSAS						
rkansas City Traveler (e)	4,733,820	167,062	NA	112,882	296,856	5,310,620
tchison Globe (eS ex. sat.)	3,362,422	160,783	NA	NA	954,632	4,477,837
hanute Tribune (e)	2,474,430	78,512	NA	NA	535,402	3,088,344
lay Center Dispatch (e)	1,767,337	74,800	32,694	98,367	247,135	2,220,333
offeyville Journal (eS)	4,208,036	104,580	25,046	274,442	820,022	5,432,126
odge City Globe (e)	5,404,000	212,200	NA	NA	971,660	6,587,860
mporia Gazette (e)	5,570,446	216,538	407,197	319,144	875,868	7,389,193
arden City Telegram (e)	2,954,336	180,919	NA	NA	272,673	3,407,968
oodland News (eS ex.sat)	1,796,816	137,591	28,562	2,400	237,054	2,202,423
ays Daily (eS)	4,877,446	188,314	33,698	NA	1,452,150	6,551,608
utchinson News (All Day, sat.m.,S)	7,904,708	473,132	20,368	1,764	1,835,399	10,235,371
ola Register (e)	2,071,482	76,897	NA	NA	253,652	2,402,031
unction City Union (e)	5,573,182	305,177	NA	NA	1,423,714	7,302,073
ansas City Kansan (eS)	5,742,114	265,866	NA	NA	2,061,094	8,069,074
awrence Journal-World (e)	8,939,634	271,964	NA	NA	1,845,060	11,046,658
iberal Southwest Times (e)	3,556,518	170,597	NA	NA	682,535	4,409,650
anhattan Mercury (eS)	6,174,504	463,774	1,364,160	137,410	1,351,252	9,431,100
ewton Kansan (e)	4,372,676	94,304	NA	NA	714,742	4,051,844
ttawa Herald (e)	2,857,390	120,559	33,148	NA	198,374	3,209,461
arsons Sun (e)	3,566,290	124,852	NA	NA	770,952	4,462,094
ittsburg Headlight-Sun (mS)	5,053,356	291,746	38,492	144,048	742,644	6,270,286
alina Journal (eSex.sat.)	6,646,654	376,656	NA	NA	2,395,400	9,418,710
NOTE: 6 Column Page except Classified (9 column)						
opeka Capital (m)	13,515,390	765,520	NA	NA	3,756,270	18,140,248
opeka State Journal (e)	9,740,276	761,446	NA	NA	4,1115,230	14,806,960
ichita Eagle (m)	16,064,505	1,310,462	1,011,256	189,402	6,302,921	24,878,546
ichita Beacon (e)	3,298,436	1,143,745	407,570	176,472	4,795,941	9,822,164
ichita Eagle & Beacon (S)	4,079,921	538,207	139,586	127,207	1,992,933	6,877,854
ichita Total	23,442,862	2,992,414	1,558,412	493,081	13,091,795	41,578,564
KENTUCKY						
owling Green News (eS ex. sat.)	10,105,050	638,806	In Local	105,742	1,276,422	12,126,020
arlan Enterprise (eSex.sat.)	2,304,638	73,612	NA	NA	509,012	2,887,262
opkinsville Kentucky New Era (e)	7,357,532	329,588	NA	NA	892,206	8,579,326
ouisville Courier-Journal (m)	16,306,092	2,004,467	NA	NA	7,881,738	26,192,207
ouisville Times (e)	20,853,277	1,912,633	NA	NA	7,977,035	30,742,945
ouisville Courier-Journal & Times (S)	12,763,340	981,918	NA	NA	2,673,434	16,418,692
ouisville Total	49,922,619	4,899,018	NA	NA	18,532,207	73,353,844
ayfield Messenger (e)	4,629,730	116,851	NA	95,452	882,497	5,724,530
wensboro Messenger & Inquirer (mS)	12,627,482	407,526	NA	NA	456,218	13,491,226
aducah Sun-Democrat (eS)	12,308,240	519,610	38,458	NA	1,947,570	14,813,878
LOUISIANA						
lexandria Town Talk (eS)	15,407,560	461,496	NA	NA	3,337,782	19,206,838
onroe World (m)	11,468,676	637,281	NA	NA	3,090,556	15,196,513
onroe News-Star (e)	10,752,310	615,718	NA	NA	2,826,579	14,194,607
onroe World (S)	3,254,146	207,336	NA	NA	1,358,791	4,820,273
onroe Total	25,475,132	1,460,335	NA	NA	7,275,926	34,211,393
ew Iberia Iberian (eSex.sat.)	5,910,590	210,728	120,000	52,136	530,838	6,824,292
ew Orleans Times-Picayune (m)	27,357,993	2,418,245	529,916	836,824	9,975,368	41,148,346
ew Orleans States Item (e)	10,158,696	2,317,613	523,932	812,726	10,760,788	24,573,755
ew Orleans Times-Picayune (S)	11,274,260	1,338,432	225,587	236,166	4,062,292	17,136,737
uston Leader (e ex. sat.)	3,439,996	233,422	194,600	73,360	860,594	4,801,972

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Advertising
MAINE						
Bangor News (m)	10,890,072	1,106,352	NA	NA	2,363,824	14,360,248
Biddeford Saco Journal (e)	5,653,466	172,410	NA	NA	981,568	6,807,444
Brunswick Times Record (e)	3,202,311	29,589	NA	70,104	377,406	3,679,410
NOTE: Based on 6-column page						
Lewiston Sun (mS)	9,537,262	526,288	NA	NA	2,348,206	12,411,756
Lewiston Journal (e)	8,371,566	527,128	NA	NA	2,320,402	11,219,096
Portland Press Herald (m)	11,906,345	1,126,089	NA	NA	2,643,084	15,675,518
Portland Express (e)	11,126,713	1,059,364	NA	NA	2,465,619	14,651,696
Portland Maine Sunday Telegram (S)	5,120,372	491,368	NA	NA	1,172,558	6,784,298
Totals	28,153,430	2,676,821	NA	NA	6,281,261	37,111,512
Waterville Sentinel (m)	7,839,342	302,554	NA	NA	1,353,506	9,495,402
MARYLAND						
Cambridge Banner (eex.sat.)	3,628,296	106,694	NA	NA	401,380	4,136,370
Cumberland Times/News (m&e)	7,707,994	419,708	NA	NA	1,446,858	9,574,560
Cumberland Times (S)	3,822,336	63,079	NA	NA	341,194	4,226,609
NOTE: Advertising sold only in e&m combination; linage shown is for one paper only.						
Frederick Post (m)	10,945,886	293,076	NA	NA	2,439,430	13,678,392
Frederick News (e)	10,920,896	291,438	NA	NA	2,451,134	13,663,468
Hagerstown Herald (m)	12,355,224	541,254	NA	NA	2,148,832	15,045,310
Hagerstown Mail (e)	12,795,174	544,530	NA	NA	2,144,884	15,484,588
NOTE: Preprints included in Retail and General.						
MASSACHUSETTS						
Athol News (e)	2,222,280	1,693,440	NA	NA	482,388	4,398,108
Beverly Times (e)	5,843,793	239,465	NA	NA	1,970,136	8,053,394
Brockton Enterprise (e)	11,063,206	966,154	NA	NA	4,386,928	16,416,288
Gardner News (e)	3,667,265	211,669	NA	NA	685,356	4,564,290
Gloucester Times (e)	6,463,940	227,451	NA	NA	2,025,521	8,716,912
Greenfield Recorder (e)	6,650,406	390,334	NA	NA	841,694	7,882,434
Holyoke Transcript & Telegram (e)	8,666,547	370,762	NA	NA	1,440,801	10,478,110
Hyannis Cape Cod Standard-Times (eS)	9,579,626	576,268	NA	NA	4,106,116	14,262,010
New Bedford Standard-Times (e)	9,576,742	663,082	781,172	480,998	2,262,182	14,064,176
New Bedford Standard-Times (S)	3,594,220	231,658	403,662	97,104	1,016,344	5,342,988
Totals	13,170,962	894,740	1,184,834	578,102	3,578,526	19,407,164
Northampton Hampshire Gazette (e)	7,529,872	403,312	NA	NA	1,184,484	9,247,238
Pittsfield Berkshire Eagle (e)	11,609,668	836,626	NA	NA	2,250,094	14,696,388
Pittsfield Berkshire Sampler (S)	748,342	13,146	NA	NA	137,312	898,800
Salem News (e)	6,081,250	698,264	1,328,046	NA	3,246,250	11,353,810
Taunton Gazette (e)	5,979,708	377,340	In Retail	In Retail	1,414,079	7,721,127
Waltham News-Tribune (e)	5,194,000	574,384	894,603	NA	903,090	6,608,078
Worcester Telegram (m)	7,121,660	1,549,849	NA	NA	4,404,232	13,075,741
Worcester Gazette (e)	7,968,975	1,551,053	NA	NA	4,474,365	13,994,393
Worcester Sunday Telegram (S)	8,694,385	920,458	NA	NA	1,869,210	11,484,053
MICHIGAN						
Alpena News (e)	5,364,394	249,466	NA	NA	1,013,040	6,744,108
Ann Arbor News (e)	20,103,591	953,445	105,022	NA	7,499,016	28,566,055
Bad Axe Tribune (e ex. sat.)	2,892,610	132,370	In Gen'l	NA	640,514	3,665,494
Battle Creek Enquirer & News (e,sat.m,S)	13,516,762	779,282	NA	NA	4,080,342	18,459,406
Bay City Times (eS)	13,698,370	1,030,176	NA	NA	3,961,706	18,690,252
Benton Harbor News Palladium and St. Joseph Herald Press (e)	9,472,326	578,130	NA	240,730	2,251,312	12,542,498
Escanaba Press (e)	4,120,480	239,442	51,002	—0—	1,085,840	5,496,764
Flint Journal (eS)	30,208,920	2,088,464	756,840	NA	11,881,492	44,178,876
Grand Haven Tribune (e)	5,110,714	95,494	264,320	282268	1,408,260	7,161,056
Grand Rapids Press (e)	22,247,148	1,768,228	NA	NA	9,301,824	33,317,200
Grand Rapids Press (S)	7,655,648	455,364	NA	NA	2,324,644	10,435,656
Hillsdale News (e)	4,227,230	124,404	NA	NA	844,060	5,195,694
Holland Sentinel (e)	6,007,582	241,612	NA	NA	1,280,174	7,529,368
Houghton Mining Gazette (e)	3,320,660	172,228	41,034	72,702	518,504	4,493,438
Iron Mountain News (e,sat.m)	3,824,814	169,022	25,116	NA	688,828	4,707,780
Ironwood Globe (e)	4,161,864	115,479	491,186	NA	496,650	4,913,377
Kalamazoo Gazette (e)	18,764,662	1,202,054	In Local	In Local	5,492,802	25,450,518
Kalamazoo Gazette (S)	6,134,520	172,578	In Local	In Local	2,036,006	8,343,104
Totals	24,899,182	1,374,632	In Local	In Local	7,528,808	33,802,622
Lansing State Journal (eS)	28,713,594	1,659,378	NA	NA	7,876,358	38,249,330
Manistee News-Advocate (e)	2,969,638	77,546	8,946	NA	529,788	3,585,913
Midland News (e)	8,709,806	316,904	See Note	197,540	1,966,888	11,191,138
NOTE: Local includes 339,458 lines Automotive; National includes 96,558 Automotive.						
Monroe News (e)	9,730,448	330,904	NA	NA	1,920,366	11,981,718
Mt. Pleasant Times-News (e)	3,860,335	125,286	15,585	58,397	673,078	4,742,682
Muskegon Chronicle (eS)	17,154,298	790,569	48,365	72,132	4,696,290	22,760,654
Niles Star (e,sat.M.)	4,963,280	171,024	53,214	273,280	917,588	6,051,892
Owosso Argus Press (e)	6,245,330	172,060	174,106	247,240	1,402,422	8,241,158
Petoskey News-Review (e)	5,364,394	141,918	NA	NA	1,013,040	6,634,558
Port Huron Times Herald (e)	10,648,260	424,648	NA	NA	2,147,348	13,220,256
Port Huron Times Herald (S)	2,437,036	145,782	NA	NA	589,106	3,171,924
Royal Oak Tribune (e)	7,926,072	473,634	NA	NA	4,525,794	13,051,542
Saginaw News (eS)	20,553,428	1,364,608	In Gen'l.	In Gen'l.	5,215,042	27,133,078
NOTE: All figures converted from 6 to 8 column lines; General includes 68,141 Automotive and 65,926 Financial lines.						
St. Joseph Herald Press—See Benton Harbor, Mich.						
South Haven Tribune (e)	1,956,766	124,600	NA	NA	331,744	2,413,110
Traverse City Record Eagle (e)	10,201,548	387,212	NA	NA	2,546,166	13,134,926
Ypsilanti Press (e)	8,753,304	207,396	NA	NA	3,898,412	12,859,112
NOTE: 2,967,244 lines of preprints not included in above figures.						

In Total General Advertising The Miami Herald Ranked

5th

Among all U.S. Newspapers In 1972

—MEDIA RECORDS

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
MINNESOTA						
Bemidji Pioneer .....(e)	3,062,262	143,934	38,640	145,222	829,976	4,220,034
Brainerd Dispatch .....(e)	3,968,314	249,424	47,810	NA	1,334,312	6,359,808
NOTE: Preprints included in grand totals.						
Fairmont Sentinel .....(e)	4,052,300	58,520	20,874	NA	1,130,122	5,261,816
Owatonna People's Press (mS ex.mon.)	3,348,590	235,536	59,598	NA	822,024	4,465,748
Red Wing Republican & Eagle ....(e)	2,762,466	745,718	26,532	151,158	1,126,213	4,812,087
Rochester Post-Bulletin ....(e)	14,861,378	550,880	39,581	205,506	3,474,198	19,131,966
St. Cloud Times .....(e)	11,507,972	365,890	46,704	3,145	2,934,768	14,808,630
St. Paul Dispatch .....(e)	17,798,735	2,677,334	NA	NA	7,737,309	28,213,378
St. Paul Pioneer Press ...(m)	6,253,397	2,545,065	NA	NA	7,823,296	16,621,758
St. Paul Pioneer Press ....(S)	8,728,599	983,760	NA	NA	3,804,148	13,516,507
NOTE: Does not include 677,379 lines—Parade.						
Virginia Mesabi News .....(e)	6,815,760	231,187	NA	NA	1,556,632	8,603,579
Willmar West Central Tribune ....(e)	5,650,484	115,920	19,992	170,604	1,030,876	6,987,876
Worthington Globe .....(e)	4,598,412	120,554	32,368	86,814	848,962	5,682,110
MISSISSIPPI						
Biloxi-Gulfport Herald (e mon.-fri.,sat.m;S)	18,335,310	545,314	NA	NA	2,945,432	21,826,056
Greenville Delta Democrat-Times .....(eS)	9,251,270	285,054	NA	249,354	1,831,536	11,616,214
Grenada Sentinel-Star ....(e)	2,360,862	90,545	NA	NA	193,557	2,644,964
McComb Enterprise Journal (e ex.sat.)	4,624,816	300,120	NA	NA	463,598	5,498,934
Natchez Democrat .....(mS)	6,475,182	251,552	NA	NA	1,062,628	7,789,362
Starkville News . (m ex.mon.)	2,866,346	133,132	23,500	109,382	344,680	3,477,040
Tupelo Journal .....(m)	11,908,162	187,262	43,404	81,022	1,855,896	14,075,746
MISSOURI						
Boonville News .....(e)	2,296,112	76,906	NA	143,010	543,739	3,059,767
Cape Girardeau Southeast Missourian ....(e)	7,290,318	364,910	NA	NA	2,018,072	9,673,300
Carrollton Democrat (e ex.sat.)	NA	NA	NA	NA	NA	1,509,254
Columbia Missourian ....(mS)	3,750,782	203,840	350,019	475,192	1,859,984	5,814,606
Columbia Tribune (e mon.-fri.;sat.m)	8,367,674	372,918	NA	NA	2,554,244	11,294,836
Columbia Tribune .....(S)	2,148,188	66,878	NA	NA	701,148	2,916,214
Excelsior Springs Standard .....(e mon. to fri.)	1,223,281	36,711	120,000	71,400	299,880	1,751,272
Hannibal Courier-Post ....(e)	4,142,922	165,508	16,282	NA	809,690	5,134,402
Independence Examiner ....(e)	3,301,242	110,838	NA	NA	1,608,838	5,437,516
Jefferson City News & Tribune .....(meS)	8,888,482	376,334	44,016	288,694	1,539,702	11,800,838
Joplin Globe .....(mS)	10,907,624	644,728	NA	NA	3,634,582	15,186,934
Kennett Dunklin Democrat (e)	3,873,268	109,025	36,246	110,460	374,395	4,503,394
Lexington Advertiser-News ...(e ex.sat.)	1,790,090	30,590	14,283	78,512	202,846	2,116,321
Macon Chronicle-Herald ....(e)	2,371,698	135,646	In Retail	In Retail	434,630	2,941,974
NOTE: Retail includes 84,000 automotive and 126,000 financial lines.						
Mexico Ledger .....(e)	4,303,698	169,722	In General	NA	586,292	5,080,964
Richmond News .....(e)	2,038,756	NA	NA	NA	241,640	2,280,396
St. Joseph Gazette .....(m)	4,044,376	594,237	NA	68,642	2,081,485	6,788,740
St. Joseph News-Press ....(e)	10,061,415	639079	NA	49,273	2,776,046	13,525,813
St. Joseph Sun News-Press (S)	3,632,566	177,324	NA	1,596	613,697	4,425,183
Sedalia Democrat .....(e)	7,209,524	233,324	NA	NA	797,958	8,240,806
Sedalia Capital .....(m)	7,209,524	233,324	NA	NA	797,958	8,240,806
Sedalia Democrat & Capital (S)	2,209,788	51,940	NA	NA	337,568	2,599,296
Springfield News .....(m)	12,525,198	684,523	NA	16,156	2,666,622	15,892,499
Springfield Leader & Press (e)	12,583,249	683,949	NA	67,137	2,666,622	16,000,957
Springfield News & Leader .....(S)	5,208,854	240,016	NA	9,093	1,279,383	6,737,346
Totals	30,317,301	1,608,488	NA	92,356	6,672,627	38,630,802
Sikeston Standard .....(e)	5,855,430	281,932	NA	75,782	869,862	7,083,006
Warrensburg Star-Journal .(e)	2,663,178	163,652	NA	NA	453,404	3,280,234
West Plains Quill .....(e)	3,364,690	62,188	NA	NA	373,268	3,800,146
MONTANA						
Billings Gazette .....(meS)	10,907,829	972,006	NA	NA	4,193,581	16,073,416
Great Falls Tribune .....(m)	7,128,354	890,890	NA	NA	2,313,668	10,332,912
Great Falls Tribune .....(S)	2,465,344	224,154	NA	NA	711,452	3,400,950
Totals	9,593,698	1,115,044	NA	NA	3,025,120	13,733,862
Hamilton Ravalli Republican .....(e,ex.sat.)	1,510,925	22,830	NA	NA	453,005	1,986,761
Havre News .....(e)	2,144,758	126,266	126,882	109,942	450,436	2,721,460
Helena Independent Record .....(eS,ex.sat.)	5,859,287	580,370	NA	302,848	1,381,772	8,124,277
Lewistown News-Argus .(e-tues.-fri.;S)	1,167,454	79,660	255,346	128,590	202,762	1,833,812
Livingston Enterprise .....(e)	1,642,600	183,974	NA	NA	254,842	2,081,506
Missoula Missoulian ....(mS)	8,727,796	876,582	NA	NA	3,817,198	13,421,576
NEBRASKA						
Alliance Times-Herald ....(e;sat.m.)	2,143,918	67,774	35,042	71,134	538,314	2,856,182
Beatrice Sun .....(e)	3,904,376	238,686	102,522	322,196	805,274	4,949,336
Fremont Tribune .....(e)	4,761,457	244,827	See Note	223,932	1,326,504	6,330,783
NOTE: 262,764 lines Automotive in Retail; 42,644 lines Automotive in General.						
Grand Island Independent (e)	9,633,442	471,716	67,102	NA	2,065,154	12,361,818
Hastings Tribune .....(e)	7,654,836	303,190	NA	223,608	1,923,894	10,195,528
Holdrege Citizen .....(e)	2,082,612	98,518	NA	NA	302,764	2,484,094
Kearney Hub .....(e)	4,254,432	214,046	33,236	NA	1,126,202	6,627,894
Lincoln Star .....(m)	10,031,588	668,500	55,203	17,553	3,967,208	14,740,052
Lincoln Journal .....(e)	10,028,802	668,500	55,203	17,553	3,965,850	14,735,5
Lincoln & Star .....(S)	3,838,940	164,486	17 237	8,432	1,478,540	5,507,6
Totals	23,899,330	1,501,486	127,643	43,588	9,411,598	34,983,6
McCook Gazette .....(e)	4,480,398	206,108	41,286	NA	594,258	5,321,9
Norfolk News .....(e)	5,635,224	317,408	56,434	343,630	1,417,812	7,370,4
North Platte Tele-graph (e-mon. to fri.;sat.m)	5,626,208	401,730	NA	NA	1,288,700	7,505,1
Omaha World-Herald ...(mes)	26,045,488	3,114,860	NA	NA	10,016,146	39,176,4
Scottsbluff Star-Herald .....(m S ex. mon)	6,502,020	449,414	NA	NA	1,467,830	8,419,2
York News-Times .....(e)	2,874,410	168,910	18,998	NA	471,198	3,706,3
NEVADA						
Elko Free Press .....(e)	1,812,720	155,745	NA	NA	278,183	2,335,4
Reno Nevada State Journal .....(mS)	12,088,692	792,918	NA	NA	4,340,557	17,222,1
Reno Gazette .....(e)	9,949,268	759,542	NA	NA	3,903,284	14,612,0
NEW HAMPSHIRE						
Concord Monitor .....(e)	6,177,752	593,768	NA	NA	1,078,014	7,849,5
Keene Sentinel .....(e)	5,059,292	328,762	NA	NA	1,077,104	6,465,1
Laconia Citizen .....(e)	4,513,572	253,417	NA	NA	958,246	5,719,2
Lebanon Valley News (e;sat.m)	5,293,928	347,501	NA	NA	817,124	6,458,5
Nashua Telegraph .....(e)	8,640,107	828,572	NA	NA	3,352,282	12,820,9
NEW JERSEY						
Asbury Park Press .....(eS)	20,181,824	2,095,464	NA	NA	8,586,157	30,863,4
Atlantic City Press .....(m)	13,060,013	1,076,085	NA	167,686	3,746,369	18,050,1
Bridgewater Courier-News (e)	13,507,550	976,276	NA	NA	3,842,174	18,326,0
Dover Advance .....(e)	4,328,645	722,743	NA	NA	1,747,556	6,798,9
Millville Daily .....(e)	3,340,022	350,518	NA	NA	448,966	4,139,5
Morristown Record .....(e)	6,442,532	664,759	46,784	NA	3,769,463	10,923,5
New Brunswick Home News .....(eS)	15,695,378	1,982,610	NA	NA	7,023,799	25,211,6
Passaic Herald-News .....(e)	11,035,850	1,935,970	NA	NA	5,057,826	18,029,6
Paterson News (All Day)	9,340,789	860,213	637,428	493,953	4,667,805	16,500,1
Union City Dispatch ...(m)	5,203,873	669,589	896,303	588,566	1,776,676	9,135,0
Willingboro Burlington County Times .....(e)	12,620,965	782,390	1,076,082	NA	2,596,762	17,076,2
Woodbury Times .....(e)	7,310,800	347,662	818,132	NA	2,335,200	10,811,7
NEW MEXICO						
Alamogordo News .....(eS)	3,835,244	153,804	NA	NA	777,532	4,766,5
Albuquerque Journal ....(mS)	26,893,706	1,635,326	NA	NA	8,992,144	37,521,1
Albunuerque Tribune .....(e)	19,571,888	1,181,292	NA	NA	7,086,240	27,839,4
Carlsbad Current-Argus .....(e S ex. sat.)	3,781,134	191,548			677,558	4,650,2
Farmington Times	4,767,112	209,992	NA	NA	419,706	5,453,3
Hobbs News-Sun .....(eS)	6,017,550	144,858	345,022	157,290	314,160	6,476,5
Gallup Independent .....(e)	3,581,774	166,936	NA	NA	721,210	4,469,9
Raton Range .....(mS)	1,458,093	56,987	NA	NA	453,187	1,968,2
Santafe New Mexican ..(e S ex. sat.)	580,698	19,742	NA	NA	154,173	754,6
NEW YORK						
Amsterdam Recorder ....(e)	6,402,316	313,191	NA	NA	1,088,612	7,894,8
Auburn Citizen-Advertiser (e)	7,401,044	381,780	NA	NA	1,349,642	9,256,2
Batavia News .....(e)	5,526,542	570,892	NA	NA	1,071 238	7,168,6
Binghamton Sun-Bulletin (m)	2,827,104	642,978	NA	NA	1,499,582	5,121,2
Binghamton Press .....(S)	3,575,418	210,084	NA	NA	1,216,376	5,002,3
Canandaigua Messenger .....(e-mon.-fri.)	3,773,012	218,610	NA	NA	728,042	4,127,2
Catskill Mail .....(e)	3,355 896	73,162	NA	NA	608,096	4,037,1
Corning Leader .....(e)	4,880,204	359,583	NA	NA	1,223,565	6 554,5
Cortland Standard .....(e)	7,346,052	479,881	In General	In General	983,528	8,809,1
Dunkirk Observer .....(e)	6,052,263	408,054	NA	NA	703,424	7,270,7
Elmira Star-Gazette (All Day)	8,686,300	623,266	NA	NA	2,234 428	11,647,7
" Telegram .....(S)	3,287,144	248,808	NA	NA	767,326	4,316,1
Geneva Times .....(e)	4,717,433	250,425	NA	NA	945,721	6,037,3
Glens Falls Post-Star & Times ....(m)	7,940,576	390,446	NA	NA	2,759,358	11,206,7
Gloversville and Johnstown Leader-Herald .....(e)	6,063,386	360,696	NA	NA	1,104,712	7,694,1
Herkimer Telegram .....(e)	2,828,818	225,553	NA	NA	673,260	3,859,3
Hornell Tribune .....(e)	3,084,249	370,225	NA	NA	631,253	4,178,0
Hornell & Wellsville Spectator .....(S)	245,203	4,458	NA	NA	29,190	278,8
NOTE: Sunday paper started Sept. 17. 1972						
Hudson Register-Star ....(e)	6,036 856	339,752	NA	NA	1,142,498	7,711,2
Ithaca Journal .....(e)	7,324,309	517,768	NA	NA	2,301,608	10,143,6
Jamaica-Long Island Press (e)	7,295,165	1,969,109	NA	NA	5,524,171	14,788,4
Jamaica-Long Island Press (S)	3,029,629	164,342	NA	NA	1,542,480	18,616,4
Jamestown Post-Journal .....(e)	9 638,608	669 004	NA	NA	3,392,046	13,699,6
NOTE: Does not include Preprint Linage (2,913,008 lines)						
Kingston Freeman .....(e)	8,523 438	600.180	NA	NA	1,130,136	10,253,7
" Freeman .....(S)	1,977,934	70,294	NA	NA	333,452	2,381,6
Little Falls Times .....(e)	2,262,652	176,025	NA	130,438	353,696	2,922,8
Lockport Union Sun Journal .....(e)	7,886,648	374,906	423,878	116,704	1,014,804	9,816,9
Malone Telegram .....(e)	2,182,838	199,626	NA	NA	232,036	2,706,5
Mamaroneck Times .....(e)	9,055,634	2,503,816	NA	29,106	2,812,390	14,400,9
Middletown Times Herald-Record .....(mS)	12,824,880	660,405	1,191,272	NA	4,494,000	19,170,5
Mount Vernon Argus .....(e)	9,530,136	2,535,400	NA	43,666	3,022,124	15,131,3
Newburgh News .....(e)	10,258,668	677,264	NA	NA	2,020,522	13,142,2

In Total Food Advertising The Miami Herald Ranked

3rd

Among all U.S. Newspapers In 1972

—MEDIA RECORDS

D-FW Surges Into 12th-Largest Metroplex

Related Stories on Pages 2A and 6A

By MARTHA HAND

Fort Worth and Dallas moved ahead of Houston and Atlanta Friday to become part of the largest metro-area in the South and the largest inland metroplex in the nation.

Dallas-Fort Worth moved into 12th spot in the nation in population. Houston is 13th.

And in retail sales, Dallas-Fort Worth now is rated ninth and Houston 12th.

Wright, who Friday revealed that the federal Office of Management and Budget has officially merged 11 North Texas counties into one market.

That market is called a Standard Metropolitan Statistical Area (SMSA). An area's SMSA is its economic thermometer.

Fort Worth and Dallas have been seeking approval of its merger since early 1970.

He cited a third advantage the two cities now have over Houston.

"We are way ahead in bank deposits and all other banking business of Houston has in the past led us. This is very to our growth."

Pace noted that Fort down on the

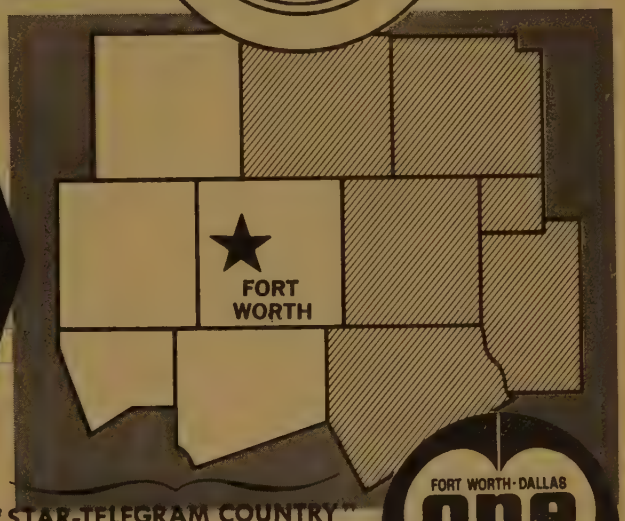
Denton, Collins, Rockwall, Kaufman and Ellis counties.

wise, Parker and Hood were added under county merger approved by the Friday.

FEDERAL OFFICE OFFICIAL MANAGEMENT & BUDGET

NOW IT'S OFFICIAL!

Dallas and Fort Worth have grown together into one gigantic Metroplex of almost 2½ million people . . . 12th largest market in the U. S. — FIRST in Texas . . . officially proclaimed One SMSA April 27, 1973!



FORT WORTH·DALLAS one BIG MARKET

New 11-County Dallas-FortWorth SMSA becomes second largest inland Metro Area in the world.

The Star-Telegram has for several years "sold" the Dallas-Fort Worth area as "One Big Market," but now it's official: on April 27, 1973, the Federal Office of Management and Budget proclaimed the 11-county Dallas-Fort Worth Metroplex as one Standard Metropolitan Statistical Area.

Dallas-Fort Worth becomes, under the new designation, the second largest inland metro area in the world, outranked only by Mexico City. It is the Number One Market in the South, larger than Atlanta, Houston, New Orleans and Miami.

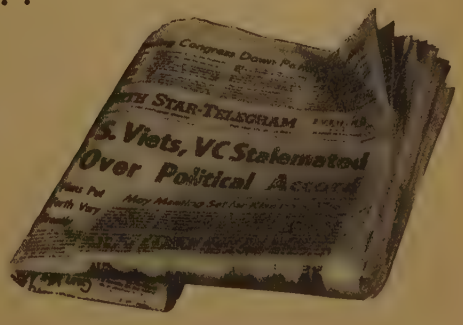
But there is one important factor to remember . . .

Only the FORT WORTH STAR-TELEGRAM

Covers the "West Side" of the 12th largest market . . .

NEWSPAPER PENETRATION OF THE FORT WORTH "PRIMARY MARKET"

NEWSPAPER	DAILY	SUNDAY
FORT WORTH STAR-TELEGRAM	**81.%**	**68.8%**
Dallas Morning News	3.7%	4.6%
Dallas Times Herald	2.4%	3.1%



FORT WORTH STAR-TELEGRAM

Completes your marketing picture in the nation's 12th SMSA

Sources: Federal Office of Management and Budget; American Newspaper Markets, "Circulation '72"; Audit Bureau of Circulations, March 31, 1972.



Reach!

What a super market. The latest 11-county Buffalo ADI food sales total $754,162,000. And of the 441,000 adult women in the Buffalo ADI who read a Buffalo daily newspaper, 84% read The News. Run 5 ads in The News and you extend your reach by an additional 125,000 adult women. That's quite a reach. No wonder The News ranks fifth in food advertising among the nation's daily newspapers. Come and get it!

BUFFALO EVENING NEWS

Represented Nationally by Story & Kelly-Smith

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
New Rochelle Standard-Star (e)	9,962,400	2,509,808	NA	62,300	3,069,892	15,604
North Tonawanda News (e)	5,458,299	428,881	NA	69,929	1,068,625	7,025
Niagara Falls Gazette (eS)	14,415,968	1,136,296	NA	NA	3,656,646	19,208
Norwich Sun (e)	2,521,442	217,518	NA	NA	247,856	3,069
Nyack Journal-News (e)	10,278,310	2,242,674	NA	NA	4,184,992	16,955
" " " (S)	1,772,260	131,544	NA	NA	641,270	2,545
NOTE: Sunday paper started March 12, 1972						
Ogdensburg Journal (e)	3,571,055	240,513	NA	NA	756,988	4,759
Olean Times Herald (e)	7,689,787	519,876	105,378	NA	1,470,742	9,785
Oneida Dispatch (e)	4,561,116	260,975	NA	NA	322,702	5,188
Oneonta Star (m)	362,893	27,086	NA	8,500	113,923	512
Ossining Citizen Register (e)	9,513,420	2,511,082	NA	41,076	2,931,852	14,997
Oswego Palladium-Times (e)	4,651,248	261,156	NA	NA	824,159	6,009
Peekskill Star (e)	7,116,855	2,173,095	NA	NA	410,889	9,700
Plattsburgh Press-Republican (m)	5,850,628	521,038	NA	NA	1,824,676	8,196
Port Chester Item (e)	10,403,442	2,507,526	NA	36,862	3,017,056	15,964
Port Jervis Union-Gazette (e)	2,843,092	100,296	NA	NA	874,986	3,818
Poughkeepsie Journal (e)	11,486,450	764,277	NA	182,374	2,726,276	15,159
" " (S)	5,369,665	100,821	NA	2,702	1,079,144	6,552
Rockland Journal-News (e)	12,672,156	2,336,488	NA	249,522	4,184,992	19,443
" " " (S)	1,985,858	151,368	NA	700	641,270	2,779
Rome Sentinel (e)	8,798,901	350,666	81,653	57,873	1,712,282	11,117
Salamanca Republican-Press (e)	1,120,840	227,822	NA	NA	236,516	1,642
Saranac Lake Adirondack Enterprise (e)	1,854,832	152,470	NA	NA	108,294	2,155
Saratoga Springs Saratogan (e)	3,705,072	310,618	NA	NA	1,228,516	5,426
" " (S)	1,380,456	29,974	NA	NA	336,028	1,753
Schenectady Gazette (m)	18,074,337	1,590,392	NA	NA	5,561,883	25,387
Tarrytown News (e)	8,672,860	2,499,154	NA	32,004	2,945,670	14,149
Tonawanda News (e)	5,458,299	428,881	NA	NA	1,068,625	7,025
Troy Times Record (m&e)	10,586,954	1,209,060	NA	NA	2,138,546	14,131
NOTE: Does not include preprints (1,060,960 lines).						
Utica Press (m)	10,914,428	1,273,720	NA	NA	2,886,786	15,074
" Observer-Dispatch (e)	9,412,788	1,306,438	NA	NA	2,608,872	13,328
" Observer-Dispatch (S)	3,898,692	456,680	NA	NA	687,806	5,043
Watertown Times (m&e)	7,137,207	744,145	NA	NA	1,263,727	9,144
Wellsville Reporter (e)	1,805,859	241,972	NA	67,280	286,755	2,401
White Plains Reporter-Dispatch (e)	13,332,060	2,603,076	NA	174,664	4,214,910	20,324
Yonkers Herald Statesman (e)	11,777,934	2,557,142	NA	102,228	3,596,068	18,033
NORTH CAROLINA						
Asheville Citizen (m)	11,941,454	1,027,698	NA	53,285	2,914,030	15,936
Asheville Times (e)	11,628,596	1,028,174	NA	153,076	2,904,958	15,714
Asheville Citizen-Times (S)	4,526,424	232,820	NA	2,268	1,102,178	5,863
Totals	23,570,050	2,056,264	NA	206,360	5,345,439	31,178
Burlington Times-News (e)	126,258,860	3,419,640	NA	In Retail	25,542,720	155,221
Concord Tribune (eSex,sat.)	7,708,484	224,112	NA	NA	1,985,116	9,917
Durham Herald & Sun (me)	17,335,612	831,740	1,866,548	311,381	4,730,698	25,075
Elizabeth City Advance (eSex.sat)	4,822,650	189,700	NA	NA	322,182	6,026
Fayetteville Observer (eS)	22,411,151	987,469	NA	NA	5,802,846	29,201
Gastonia Gazette (eS)	12,394,312	413,518	NA	NA	3,564,596	16,372
NOTE: Retail includes preprints (2,294,488 lines).						
Goldsboro News-Argus (eS)	8,298,164	447,363	NA	85,197	2,610,496	11,441
NOTE: Preprint Linage not included above: 1,911,952 lines Local; 69,832 lines National.						
Greensboro News (m)	11,756,493	1,985,459	NA	NA	7,019,957	20,761
Greensboro Record (e)	13,106,786	2,009,714	NA	NA	7,652,085	22,763
Greensboro News (S)	5,678,085	414,603	NA	NA	1,987,083	8,079
Totals	30,541,364	4,409,776	NA	NA	16,659	51,610
Greenville Reflector (e)	6,530,048	436,324	NA	NA	1,112,888	8,079
Henderson Dispatch (e)	1,301,820	86,800	29,960	60,556	471,978	1,952
Henderson Times-News (e)	4,848,584	108,720	29,862	937,000	1,019,438	6,995
Hickory Record (e)	10,620,428	332,948	NA	NA	1,878,086	12,831
High Point Enterprise (eS)	15,104,642	547,890	NA	NA	5,432,154	21,084
Kinston Free Press (e)	7,907,242	217,966	NA	NA	390,922	8,516
Lumberton Robesonian (e)	4,927,142	266,336	In Gen'l.	NA	151,956	4,445
Lumberton Robesonian (S)	919,338	50,036	In Gen'l	NA	33,012	1,002
New Bern Sun-Journal (e)	6,105,443	379,322	333,557	100,191	326,144	7,244
Raleigh News & Observer (mS)	19,268,858	2,367,022	NA	NA	9,434,348	31,070
Raleigh Times (e)	13,715,996	1,671,432	NA	NA	6,570,970	21,958
Roanoke Rapids Herald (eS)	5,405,204	149,464	In Local	In Local	683,298	6,167
Salisbury Post (e)	8,293,152	245,196	NA	NA	1,982,680	10,521
Salisbury Post (S)	3,019,072	84,572	NA	NA	739,060	3,842
Sanford Herald (e)	5,324,662	276,794	NA	NA	547,778	6,149
Thomasville Times (m)	5,238,016	517,062	NA	NA	1,142,134	6,897
Wilmington Star News (meS)	12,144,552	795,886	NA	NA	4,265,618	17,206
Winston-Salem Journal (m)	15,160,292	1,630,216	NA	NA	4,561,984	21,352
Winston-Salem Twin City Sentinel (e)	11,917,024	1,653,652	NA	NA	4,402,818	17,903
Winston-Salem Journal-Sentinel (S)	5,783,986	297,430	NA	NA	1,841,840	7,893
Totals	32,861,302	3,581,298	NA	NA	10,806,642	47,149
Wilson Times (e)	6,719,590	427,864	NA	NA	1,297,901	8,445
NORTH DAKOTA						
Bismarck Tribune (e)	9,174,298	559,398	NA	NA	1,738,590	11,472
Fargo The Forum (All Day;sat. m;S)	11,631,018	1,016,792	NA	NA	2,775,290	16,391
NOTE: Total includes 732,032 lines Inserts.						
Grand Forks Herald (eS)	9,436,540	637,812	45,408	NA	2,216,186	12,575
Minot News (e)	8,814,358	623,924	326,886	227,962	1,355,564	11,013
Valley City Times-Record (e-ex.sat.)	1,928,290	61,180	27,958	104,734	333,130	2,455
Williston Herald (e)	2,697,254	128,996	40,852	19,292	542,568	3,428
OHIO						
Alliance Review (e)	7,678,436	172,836	853,902	415,954	1,379,146	10,500
Ashland Times-Gazette (e)	4,596,522	242,518	NA	NA	1,576,162	6,415
Bellefontaine Examiner (e)	5,459,412	82,916	NA	120,286	738,010	6,408
Bowling Green Sentinel Tribune (e)	4,262,202	258,216	NA	NA	1,505,098	6,230
Chillicothe Gazette (e)	8,425,508	208,964	NA	NA	1,670,774	10,471
Circleville Herald (e)	4,752,188	188,510	63,840	NA	727,272	5,731
Defiance Crescent-News (e)	4,887,386	190,022	NA	79,366	2,412,634	7,569
Delphos Herald (e)	2,234,470	68,152	NA	NA	510,930	2,813
Elyria Chronicle Telegram (e-S)	14,950,467	351,288	NA	NA	4,771,403	20,073
Findlay Republican Courier (m)	9,663,108	243,161	65,264	NA	2,777,544	12,749
Fremont News-Messenger (e)	8,440,852	162,008	62,678	—0—	1,997,156	10,662
NOTE: Retail includes 1,135,008 lines Preprints						
Galion Inquirer (e-ex.S)	3,668,028	140,574	NA	82,572	1,114,624	5,005
Kenton Times (e)	3,449,278	119,994	In Gen'l.	72,716	623,728	4,265
Lima News (e,sat.m,S)	13,613,492	625,044	NA	NA	4,204,018	18,442
Logan News (e)	3,322,398	79,971	NA	NA	572,761	3,975
Lorain Journal (eS)	17,540,978	527,492	NA	NA	5,247,634	23,316
Mansfield News Journal (eS)	14,756,000	574,000	NA	NA	5,754,000	21,084
Marietta Times (e)	8,246,644	315,149	NA	NA	1,773,954	10,335
Martins Ferry Times-Leader (e)	6,432,720	180,082	27,118	163,870	1,318,478	8,122
Medina Medina County Gazette (e)	2,812,758	208,800	NA	NA	1,506,246	4,527
Middletown Journal (eS)	14,734,754	333,180	In Retail	In Retail	4,075,568	19,241
Napoleon Northwest Signal (e-ex.sat.)	2,581,544	118,860	43,428	NA	513,772	4,156
Newark Advocate (e)	10,767,946	335,238	NA	In Retail	2,762,746	13,866
New Philadelphia Times-Reporter (e)	8,155,686	223,055	NA	NA	2,212,000	10,590
Niles Times (e)	5,569,130	89,908	27,370	44,240	871,136	6,601
Ravenna Record Courier (e)	7,912,352	177,325	In Class.	21,238	1,901,565	10,012
Sandusky Register (e)	9,821,294	238,798	58,170	245,686	2,697,926	13,061
Tiffin Advertiser-Tribune (e)	5,561,070	153,706	NA	NA	1,917,990	7,632
Toledo Times Times (m)	3,034,097	1,276,186	988,675	401,118	2,503,308	8,203
" Blade (e)	18,331,428	1,164 619	981,787	487,852	6,731,074	27,696
" Blade (S)	10,128,502	453,329	307,942	122,520	2,861,340	13,873
Totals	31,494,027	2,894,134	2,278,404	1,011,490	12,095,722	49,773

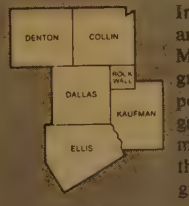
Trim the fat off your newspaper advertising in Dallas.



Get to the meat of the market with the Dallas Times Herald.

If you want to buy circulation only, buy the Dallas Morning News.
If you want to buy circulation where it counts, buy The Dallas Times Herald.

Dallas County Food Store Sales	$558,125,000*
Dallas Times Herald Daily Circulation Lead in Dallas County	22,152*
Dallas Times Herald Sunday Circulation Lead in Dallas County	35,686**
Dallas Metro Food Store Sales	$656,346,000*
Dallas Times Herald Daily Circulation Lead in Dallas Metro	25,489**
Dallas Times Herald Sunday Circulation Lead in Dallas Metro	42,899**
Dallas Times Herald Share of National Food Linage	51.4%***
Dallas Times Herald Share of Retail Food Linage	49.8%***
Dallas Times Herald Daily Circulation Lead in ADI	7,518****
Dallas Times Herald Sunday Circulation Lead in ADI	21,085****



In Dallas, Dallas County and the six county Dallas Metro area—where the greatest concentration of people are and the greatest concentration of money is—that's where the Times Herald has the greatest circulation.

*1972 Sales Management Survey of Buying Power
**Audit Bureau of Circulation Publishers' Statement March 1972
***Media Records 1972
****ABC 12-Month Average Audit Report, March 1972

Because The Dallas Times Herald has the most circulation where the most money is spent.

Represented nationally by Branham-Moloney, Inc.

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
Troy News ..... (e)	5,932,038	97,692	62,398	178,010	1,347,570	8,130,920
Upper Sandusky Chief-Union ..... (e)	1,677,704	93,618	In Gen'l.	58,632	214,830	2,044,784
Urbana Citizen	3,022,614	130,830	NA	NA	980,574	4,134,018
Wapakoneta News ..... (e)	2,103,514	41,412	9,296	NA	526,250	2,680,272
Warren Tribune-Chronicle .(e)	19,979,008	694,638	NA	NA	4,880,008	25,739,490
Washington Court House Record-Herald ..... (e)	6,087,977	105,420	NA	71,589	663,306	6,928,292
Wilmington News-Journal .(e)	5,201,644	92,428	275,840	2,100	983,822	6,555,834
Willoughby News-Herald ..(e)	7,849,562	148,512	1,041,670	131,656	2,357,558	11,528,958
Wooster Record ..... (e)	7,023,744	213,024	60,592	367,808	1,885,348	9,650,496
Xenia Gazette ..... (e)	5,225,360	107,702	32,676	192,892	1,753,626	7,312,256
OKLAHOMA						
Ada News ..... (eS)	5,807,578	197,456	NA	NA	666,022	6,671,056
Altus Times Democrat .... (Es)	4,047,134	44,320	NA	NA	841,678	5,933,132
Ardmore Ardmoreite (eS,ex.sat.)	7,943,572	185,794	NA	110,572	1,147,832	9,387,728
Duncan Banner .. (eS-ex.sat.)	7,459,074	164,052	NA	NA	1,410,556	9,033,682
El Reno Tribune ..(eS,ex.sat.)	3,296,188	90,636	In Gen'l		612,848	3,997,672
Enid News ..... (m)	6,343,246	287,952	NA	77,238	1,775,354	8,483,790
Enid Eagle ..... (e)	6,530,230	285,222	NA	6,076	2,072,742	8,894,270
Enid News ..... (S)	2,317,196	40,880	NA	7,560	1,056,636	3,422,272
Totals	15,190,672	614,054	NA	90,874	4,904,732	20,800,332
Muskogee Phoenix Times Democrat ..... (m)	8,038,002	394,380	NA	NA	2,484,552	10,916,934
Norman Transcript (eS,ex.sat.)	9,789,808	217,812	181,006	NA	3,523,884	13,712,510
Oklahoma City Oklahoman (m)	16,841,735	1,610,880	NA	NA	8,288,112	26,740,727
Oklahoma City Times ..... (e)	14,062,071	1,538,971	NA	NA	8,304,688	23,905,730
Oklahoma City Oklahoman (S)	6,438,824	1,157,640	NA	NA	3,781,890	11,423,354
Totals	47,387,630	4,307,491	NA	NA	20,374,690	62,069,811
Sapulpa Herald ..(eS,ex.sat.)	5,436,368	74,788	In Retail	In Retail	504,476	6,015,632
Shawnee News-Star ..... (m)	6,599,656	129,332	NA	48,972	1,353,618	8,131,578
Tulsa World & Tribune (meS)	40,893,830	3,743,002	In Retail and Gen'l		15,111,046	59,747,878
OREGON						
Albany Democrat-Herald ..(e)	8,165,780	253,750	NA	NA	2,821,490	11,387,026
Ashland Tidings ..... (e)	2,544,654	140,602	NA	NA	630,336	3,315,592
Bend Bulletin ..... (e)	5,350,716	369,082	NA	NA	1,440,710	7,160,508
Corvallis Gazette-Times .... (e)	8,674,477	300,132	NA	NA	3,053,134	12,027,743
Eugene Register-Guard .... (e)	12,887,364	1,253,966	NA	NA	5,242,720	19,384,050
Eugene Register-Guard .(sat.)	941,122	25,088	NA	NA	1,169,952	2,136,162
Eugene Register-Guard ... (S)	3,489,808	141,960	NA	NA	1,748,614	5,380,382
Totals	17,318,294	1,421,014	NA	NA	8,161,286	26,900,594
Grants Pass Courier ..... (e)	5,137,706	306,894	NA	NA	NA	7,374,416
Klamath Falls Herald and News .... (eS)	8,201,452	516,558	NA	NA	2,886,306	11,765,544
La Grande Observer ..... (e)	2,443,252	214,858	NA	NA	778,386	3,436,496
Medford Mail Tribune .... (e)	7,663,320	679,224	NA	NA	2,394,490	10,727,074
Medford Mail Tribune .... (S)	2,157,554	52,766	NA	NA	733,390	2,943,710
Totals	9,820,874	731,990	NA	NA	3,117,870	13,770,734
Oregon City Enterprise-Courier ..... (e)	2,096,892	232,666	NA	NA	474,404	2,803,962
Pendleton East Oregonian .. (e)	3,245,396	352,597	NA	NA	1,164,044	4,762,037
Portland Oregonian ..... (mS)	31,855,964	4,224,934	664,792	368,564	17,113,726	53,194,624
Portland Oregon Journal .. (e)	6,051,038	2,709,826	456,375	271,334	4,283,790	13,044,654
Totals	37,907,002	6,934,760	1,121,167	639,898	21,397,516	66,239,278
NOTE: Automotive and Financial are included in general.						
Roseburg News-Review ..... (e)	6,241,970	295,503	35,163	NA	2,180,157	8,752,793
Salem Oregon Statesman (mS)	15,896,843	980,213	NA	155,714	6,383,204	23,415,974
Salem Capital Journal .... (e)	14,788,181	963,233	NA	97,077	5,375,181	21,223,672
Salem Totals	30,685,024	1,943,446	NA	252,791	11,758,385	44,639,646
The Dalles Chronicle ..... (e)	2,772,000	147,609	34,127	63,264	490,000	3,507,000
PENNSYLVANIA						
Allentown Call ..... (m)	18,686,416	1,258,810	NA	NA	5,361,958	25,589,914
" Chronicle ..... (e)	17,089,590	1,194,242	NA	NA	4,398,212	22,740,060
" Call-Chronicle .(S)	7,550,256	309,764	NA	NA	1,728,930	9,592,226
Altoona Mirror ..... (e)	12,574,394	998,130	NA	NA	3,056,676	16,783,564
Beaver Beaver County Times ..... (e)	14,932,241	542,149	NA	NA	2,024,624	17,499,014
Bethlehem Globe-Times ..(e)	11,342,184	624,428	NA	NA	2,343,320	14,309,932
Bradford Era ..... (m)	393,427	25,385	NA	NA	57,931	594,135
NOTE: Grand Total includes 112,717 lines preprints						
Brownsville Telegraph .... (e)	2,937,452	458,248	124,082	85,078	79,786	3,684,646
NOTE: Total includes 85,078 lines preprints						
Chambersburg Public Opinion ..... (e)	9,659,958	337,260	NA	NA	1,957,396	11,954,614
Chester Delaware County Times ..... (e)	7,159,698	541,044	98,365	270,662	3,822,532	11,793,936
Clearfield Progress ..... (e)	6,406,736	229,558	62,524	NA	1,345,344	8,044,162
Columbia News ..... (e)	2,012,513	61,111	NA	NA	368,228	2,441,852
Connellsville Courier ..... (e)	6,923,718	151,372	NA	NA	1,000,703	8,075,791
Corry Journal ..... (e)	2,808,848	64,932	275,880	None	301,700	3,451,360
Doylestown/Hatboro Intelligencer ..... (e)	4,729,550	489,006	804,692	128,254	1,147,398	7,298,903
Easton Express ..... (e)	12,601,848	941,598	NA	NA	3,413,284	16,956,730

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
Ellwood City Ledger ..... (e)	4,284,014	180,868	NA	NA	859,656	5,371
Franklin News-Herald .... (e)	3,861,831	296,946	62,264	487,466	1,414,131	6,135
Gettysburg Times ..... (e)	4,592,882	259,560	1,002,218	81,676	1,558,060	7,494
Greensburg Tribune-Review ..... (All Day)	12,672,590	584,640	NA	NA	2,629,242	15,971
Greenville Record Argus .. (e)	4,301,087	93,450	NA	NA	1,112,[illegible]	5,571
Huntingdon News ..... (e)	4,933,898	213,416	NA	NA	770,238	5,917
Indiana Gazette ..... (e)	9,899,946	3,901,464	NA	NA	1,049,944	14,851
Jeannette News-Dispatch .(e)	5,386,542	185,787	NA	49,007	1,292,925	6,914
NOTE: Retail and Total includes 1,273,440 lines Preprints						
Johnstown Tribune-Democrat ..... (All Day)	11,270,923	819,959	NA	NA	2,437,148	14,883
NOTE: Grand Total includes 355,384 lines Preprints						
Kane Republican ..... (e)	1,911,994	82,726	NA	NA	333,606	2,328
Lansdale North Penn Reporter ..... (e)	6,488,132	258,697	NA	NA	2,827,816	9,574
Lebanon News ..... (e)	11,110,778	535,220	NA	NA	2,858,198	14,504,
Levittown Bucks County Courier Times ..... (e)	13,343,274	699,797	1,675,044	NA	2,807,112	18,525,
Lock Haven Express ..... (e)	5,216,712	216,873	NA	NA	528,688	6,546,
Milton Standard ..... (e)	2,558,477	99,838	1,013,880	NA	277,223	*3,984,
NOTE: Total includes 1,013,880 lines preprints (6 issues suspended after '72 flood)						
Oil City Derrick ..... (m)	5,525,386	303,892	62,264	338,688	1,562,877	7,793,
Philipsburg Journal ..... (e)	1,070,720	68,321	NA	NA	97,818	1,236,
Phoenixville Republican ...(e)	2,109,156	374,654	NA	NA	664,328	3,148,
Pottstown Mercury ..... (m)	11,609,948	567,126	NA	NA	3,395,658	15,677,
Reading Eagle-Times ..(m&e)	14,085,655	1,199,425	NA	NA	3,173,202	18,458,
" Eagle ..... (S)	5,580,963	478,526	NA	NA	619,257	6,678,
St. Marys Press ..... (e)	2,525,921	105,252	NA	NA	265,512	2,942,
Scranton Times ..... (S)	1,446,564	175,224	NA	NA	431,410	2,053,
" " ..... (e)	10,395,252	1,005,746	NA	NA	1,499,372	12,900,
Scranton Scrantonian ..... (S)	NA	NA	NA	NA	382,019	7,952,
" Tribune ..... (m)	4,574,085	357,290	NA	NA	1,188,745	6,233,
Sharon Herald ..... (e)	10,350,900	368,298	NA	NA	2,693,824	13,552,
Somerset American ..... (m)	4,092,763	144,423	139,245	NA	657,301	5,033,
Stroudsburg Pocono Record (m)	5,929,490	341,040	NA	NA	2,406,866	8,787,
Sunbury Item ..... (e)	8,109,584	418,894	NA	NA	2,317,462	10,845,
Tarentum Valley News Dispatch ..... (e)	8,716,092	216,579	NA	NA	2,511,397	11,444,
Titusville Herald ..... (m)	3,611,132	105,097	46,771	NA	730,000	4,493,
Towanda Review ..... (m)	2,911,146	126,070	NA	NA	835,674	3,872,
Vandergrift News-Citizen .(e)	2,157,771	60,095	185,416	66,297	108,009	2,577,
Warren Times-Mirror and Observer ..... (m)	6,769,126	346,264	NA	127,680	1,212,498	8,445,
Washington Observer-Reporter ..... (All Day)	11,531,296	348,670	NA	NA	2,436,357	14,487,
West Chester Local News .(e)	7,009,562	465,463	In Class.	NA	3,967,654	11,442,
Wilkes-Barre Record/ Leader ..... (All Day)	15,016,191	1,606,608	NA	NA	3,854,759	20,477,
Wilkes-Barre Record/ Leader ..... (S)	572,695	24,766	NA	NA	208,924	806,
Williamsport Sun-Gazette .(e)	7,622,986	473,480	NA	NA	2,945,124	11,041,
York Record ..... (m)	6,533,436	386,204	978,110	NA	2,078,104	9,975,
RHODE ISLAND						
Newport News ..... (e)	6,526,450	227,910	NA	NA	1,461,376	8,215,
Pawtucket Times ..... (e)	8,772,408	289,081	NA	NA	1,827,681	10,889,
West Warwick Pawtuxet Valley Times ..... (e)	2,665,343	98,726	NA	NA	539,501	3,303,
Woonsocket Call ..... (e)	10,093,888	327,058	NA	NA	1,293,440	11,714,
SOUTH CAROLINA						
Anderson Independent ...(m)	6,614,944	632,240	In Class.	In Class.	2,183,384	9,430,
Anderson Mail ..... (e)	8,118,698	664,090	In Class.	In Class.	2,528,722	11,311,
Anderson Independent Mail (S)	1,901,648	434,428	In Class.	In Class.	1,125,740	3,070,
Totals	16,635,290	1,730,758	In Class.	In Class.	5,837,846	23,822,
Charleston News & Courier (mS)	13,854,385	1,323,215	NA	NA	6,481,49[illegible]	21,669,
Charleston Post ..... (e)	15,226,414	1,235,410	NA	NA	4,947,517	19,409,
Columbia State ..... (m)	15,310,666	1,538,544	NA	NA	6,687,954	23,537,
Columbia Record ..... (e)	14,818,216	1,572,494	NA	NA	6,708,758	23,099,
Columbia The State Record (S)	5,878,236	640,948	NA	NA	2,211,034	8,730,
Columbia Totals	36,007,118	3,751,986	NA	NA	15,607,746	55,366,
Florence News ..... (mS)	11,470,326	646,982	In Gen'l.	In Retail	2,991,870	15,109,
NOTE: Reprints included in Retail and General.						
Greenville News (mS)/ Piedmont ..... (e)	18,559,632	1,814,708	NA	NA	7,804,356	28,178,
Greenwood Index-Journal .. (e)	5,531,300	284,082	NA	NA	1,201,200	5,931,
Rock Hill Herald ..... (e)	4,649,204	475,034	135,133	343,168	1,750,714	7,353,
Spartanburg Herald and Journal ..... (me&S)	9,159,800	7,612,800	NA	NA	3,414,600	16,086,
Sumter Item ..... (e)	8,167,614	350,112	NA	NA	2,101,946	10,619,
SOUTH DAKOTA						
Aberdeen American News .(eS)	6,901,636	413,434	NA	NA	1,613,584	8,928,
Huron Plainsman ..(eS,ex.sat.)	3,509,996	300,958	79,842	127,232	1,285,396	5,303,
Lead Call & Pioneer Times (e)	1,630,566	84,434	75,201	NA	297,164	2,087,
Madison Leader ..... (e)	1,400,000	160,000	NA	NA	200,000	1,760,
Rapid City Journal ..... (eS)	10,285,884	663,950	NA	NA	3,043,838	13,993,
Sioux Falls Argus-Leader (e&S)	11,405,030	709,674	59,808	NA	3,010,210	15,124,
Watertown Public Opinion (e)	4,497,598	313,782	NA	133,966	1,133,174	6,078,
Yankton Press & Dakotan (e)	3,079,020	199,787	83,123	84,329	610,344	4,056,

New Figures for Baton Rouge...

No. 21 COLOR ADVERTISING

No. 27 FINANCIAL ADVERTISING

No. 22 RETAIL ADVERTISING

No. 30 TOTAL ADVERTISING

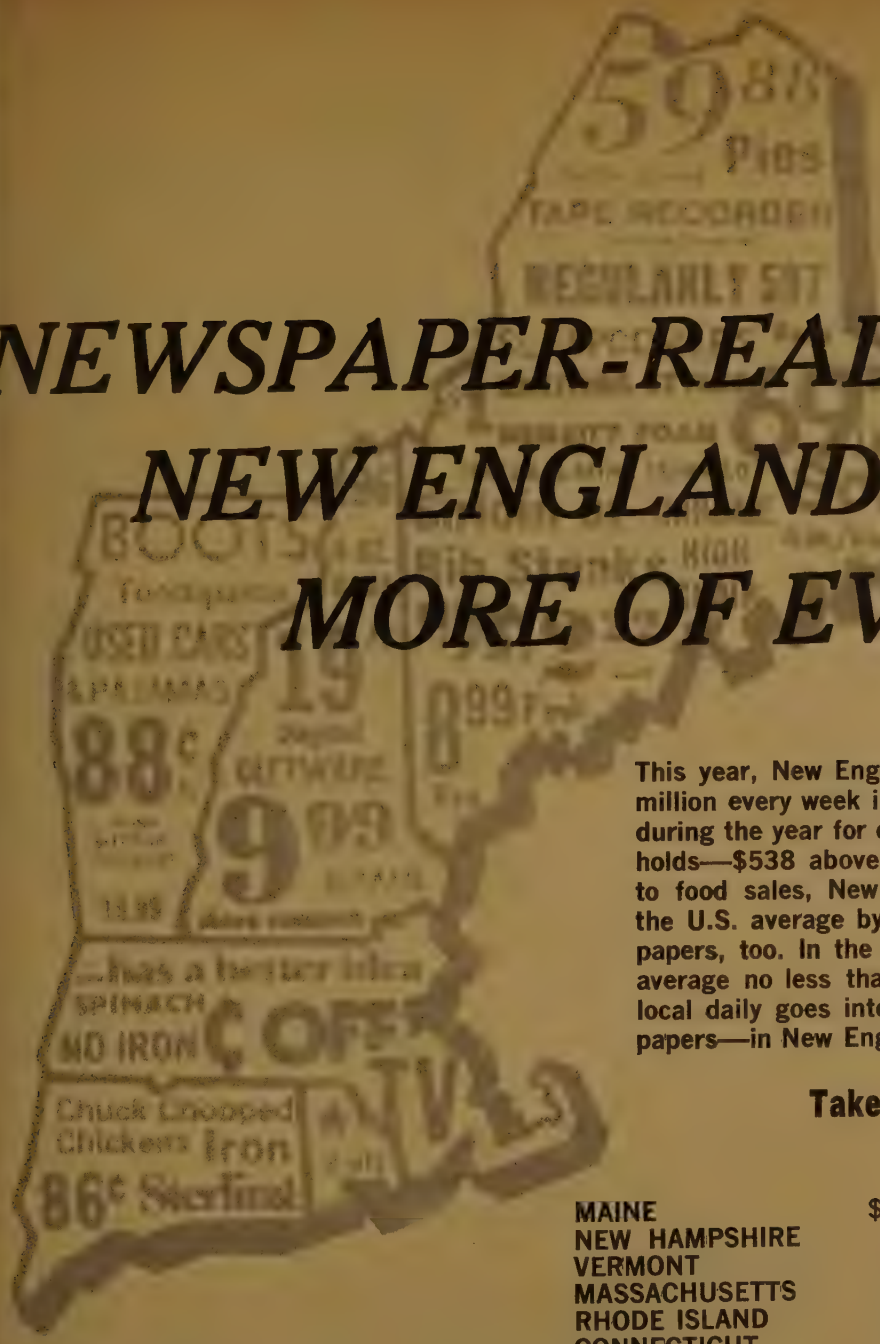
Sources: Media Records Top 50 Report, 1972.
Rankings for Morning Advocate Only.
E&P Ranking, Newspaper Color Millionaires.

Newspapers to Grow With

STATE-TIMES & MORNING ADVOCATE SUNDAY ADVOCATE

BATON ROUGE, LOUISIANA 70821

Represented by Branham-Moloney, Inc.



NEWSPAPER-READING NEW ENGLAND BUYS MORE OF EVERYTHING!

This year, New Englanders are spending at the rate of $509-million every week in local retail stores—an estimated $6,908 during the year for every one of the region's 3.8 million households—$538 above the national average! And when it comes to food sales, New England's $1,646 per-household exceeds the U.S. average by 14.4%! New Englanders buy more newspapers, too. In the six states of the region, daily newspapers average no less than 71% home coverage, and at least one local daily goes into 93% of homes. To sell more, buy newspapers—in New England!

Take a look at these figures:

	Retail Sales	Food Sales	Per hh. Food Sales
MAINE	$ 1,939,263,000	$ 497,345,000	$1,632
NEW HAMPSHIRE	1,705,328,000	441,778,000	1,839
VERMONT	1,095,875,000	257,763,000	1,873
MASSACHUSETTS	12,925,250,000	3,000,345,000	1,655
RHODE ISLAND	1,912,428,000	449,017,000	1,493
CONNECTICUT	6,924,557,000	1,659,426,000	1,595

Advertising gets *results* in these leading New England newspapers:

MAINE

Bangor Daily News (M)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Manchester Union Leader (AD)
Nashua Telegraph (E)

VERMONT

Barre-Montpelier Times-Argus (E)
Burlington Free Press (M)
Rutland Herald (M)

MASSACHUSETTS

Boston Globe (M&E)
Boston Globe (S)
Brockton Enterprise & Times (E)
Fall River Herald News (E)
Gardner News (E)
Lynn Item (E)
New Bedford Standard-Times (E&S)
North Adams Transcript (E)
Pittsfield Berkshire Eagle (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
Taunton Gazette (E)
Waltham News Tribune (D)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Bristol Press (E)
Hartford Courant (M)
Hartford Courant (S)
Hartford Times (E&S)
Meriden Record & Journal (M&E)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E)
Norwich Bulletin (M&S)
Torrington Register (E)
Waterbury American (E)
Waterbury Republican (M&S)

RHODE ISLAND

Pawtucket Times (E)
Providence Bulletin (E)
Providence Journal (M&S)
Woonsocket Call (E)

SELL NEW ENGLAND WITH NEWSPAPERS

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Adver-tising
TENNESSEE						
Chattanooga Times .....(mS)	13,727,407	1,601,948	See Note	See Note	4,349,766	19,679,121
NOTE: Retail includes 1,648,884 lines Automotive; Classified includes 675,625 lines Automotive (Total Automotive: 2,324,509 Lines). Financial (434,313 Lines included in Retail and General						
Chattanooga News-Free Press .....(e)	9,707,356	843,084	NA	NA	1,817,581	12,505,969
Chattanooga News-Free Press .....(S)	2,852,162	58,665	NA	NA	550,260	3,727,967
NOTE: Grand Total includes Preprints: 137,948 lines (e); 266,880 lines (S)						
Cleveland Banner .....(e)	7,735,532	172,496	276 458	NA	1,314,460	9,498,946
Columbia Herald .....(e)	6,455,470	182,392	NA	NA	979,272	7,617,134
Dyersburg State Gazette ...(e)	3,954,524	159,908	NA	NA	522,172	4,636,604
Greenville Sun .....(e)	6,758,719	141,610	98,411	NA	1,402,260	8,401,000
Jackson Sun .....(eS-ex.sat.)	12,537,567	563,768	In Class.	NA	2,716,745	15,660,580
Johnson City Press-Chronicle (m-ex.,mon.; e ex. sat.; S)	9,122,190	721,910	NA	NA	2,281,972	12,126,072
Kingsport Times-News .(meS)	10,334,562	476,896	NA	NA	2,325,512	13,136,970
Knoxville Journal .....(m)	7,141,862	1,188,404	NA	NA	3,802,876	12,133,142
" News-Sentinel ..(e)	12,667,844	1,256,052	NA	NA	3,713,052	17,636,948
" News-Sentinel ..(S)	4,927,818	533,806	NA	NA	1,880,074	7,341,698
Totals	24,737,524	2,977,262	NA	NA	9,396,002	37,111,788
Lebanon Democrat .....(e)	2,598,346	115,402	160,020	171,708	555,688	3,601,164
Maryville Times .....(e)	6,895,343	161,315	NA	NA	1,663,473	8,720,131
Murfreesboro News-Journal .....(eS-ex.sat.)	6,106,632	62,958	NA	NA	2,223,872	8,393,462
Memphis Commercial-Appeal .....(m)	19,826,665	1,788,259	394,370	552,772	8,401,379	31,067,932
Memphis Commercial-Appeal .....(S)	8,472,422	974,947	105,627	271,492	2,961,100	12,794,370
Memphis Press-Scimitar ..(e)	10,943,191	1,776,628	415,621	611,626	8,422,667	22,266,724
Totals	39,242,278	4,539,834	915,618	1,435,890	19,785,146	66,129,026
Morristown Citizen Tribune .....(e&S)	5,008,360	163,840	In Class.	In Class.	1,272,712	6,444,912
Paris Post-Intelligencer ...(e)	3,785,866	91,700	NA	NA	1,004,276	4,881,842
Shelbyville Times-Gazette .....(e-ex.sat.)	3,543,106	148,015	NA	NA	452,382	4,143,504
TEXAS						
Abilene Reporter-News ..(mS)	12,433,400	565,600	NA	NA	3,959,200	16,958,200
Athens Review .....(e)	3,363,668	44,240	NA	NA	797,790	4,205,698
Beaumont Enterprises Journal .....(meS)	13,939,492	1,162,154	NA	NA	4,993 884	20.095.540
Big Spring Herald (eS,ex.sat.)	6,008,800	324,800	NA	NA	1,509,200	7,842,800
Borger News-Herald .....(e)	3,308,620	57,064	NA	NA	725,116	4,090,800
Brownwood Bulletin (eS,ex.sat.)	5,342,918	137,480	NA	NA	1,105,244	6,585,642
Corpus Christi Caller ....(m)	16,150,302	1,132,754	In Gen'l.	In Gen'l.	6,030,710	23,313,784
Corpus Christi Times .....(e)	17,727,360	1,164,674	In Gen'l.	In Gen'l.	6,014,105	24,906,139
Corpus Christi Caller .....(S)	5,106,332	295,120	In Gen'l.	In Gen'l.	1,653,120	7,054,572
Corpus Christi Caller ..(sat.)	2,809,898	64,512	In Gen'l.	In Gen'l.	1,371,916	4,246,326
Totals	41,791,092	2,657,060	In Gen'l.	In Gen'l.	15,069,852	59,518,004
Corsicana Sun ... (eS,ex.sat.)	5,857,012	184,520	NA	NA	1,181,446	7,222,978
Denison Herald .....(eS)	7,850,094	192,200	51,400	142,506	1,006,600	9,242,800
El Paso Times .....(m)	16,167,330	1,060,623	In Retail	In Retail	6,094,060	23,322,013
El Paso Herald-Post .....(e)	14,233,342	1,023,138	In Retail	In Retail	6,028,246	21,284,726
El Paso Times .....(S)	5,649,718	394,055	In Retail	In Retail	1,267,966	7,311,739
Totals	36,050,390	2,477,816	In Retail	In Retail	13,390,272	52,928,478
NOTE: Above totals include Preprints.						
Fort Worth Press .....(e)	2,405,854	657,172	91,401	105,638	898,480	4,158,545
Fort Worth Press .....(S)	953,290	943,180	18,892	44,021	400,385	2,359,768
Totals	3,359,144	1,600,352	110,293	149,659	1,298,865	6,518,313
Freeport Brazosport Facts (eS,ex.sat.)	6,027,742	159,404	NA	NA	1,771,119	7,958,265
NOTE: Total includes 257,946 lines Automotive and 366,037 lines Financial.						
Gonzales Inquirer .....(e)	2,158,422	59,192	NA	NA	208,040	2,453,192
Greenville Herald Banner (mS)	7,313,614	266,042	NA	NA	1,787,086	9,366,742
Henderson News .....(eS)	3,637,452	131,369	NA	NA	792,806	4,561,627
Killeen Herald .....(eS)	5,923,533	182,805	NA	NA	1,698,571	7,804,909
Lubbock Avalanche-Journal (m)	15,992,424	762,916	NA	NA	7,671,692	24,427,032
Lubbock Avalanche-Journal (e)	15,524,810	748,286	NA	NA	6,250,902	22,523,998
Lubbock Avalanche-Journal (S)	5,533,248	215,222	NA	NA	1,738,758	7,487,228
Totals	37,050,482	1,726,424	NA	NA	15,661,352	54,438,258
Marshall News Messenger .....(eS,ex.sat.)	6,202,490	291,256	192,276	299,936	986,314	7,972,272
Midland Reporter-Telegram (e)	7,339,794	454,510	NA	NA	2,114,574	9,908,878
Midland Reporter-Telegram (S)	3,013,962	44,254	NA	NA	611,814	3,670,030
Orange Leader ....(eS,ex.sat.)	5,662,391	257,118	In Gen'l.	NA	1,832,979	7,852,488
Palestine Herald-Press .....(e,ex.sat.)	2,304,224	167,258	In Retail	NA	745,808	4,217,290
Palestine Herald-Press .....(S)	1,384,390	51,044	In Retail	NA	177,534	1,612,968
Totals	3,688,614	218,302	In Retail	NA	923,342	5,830,258
Paris News .....(e)	6,476,400	235,200	NA	NA	1,134,000	7,845,600
Port Arthur News .....(eS)	11,057,333	613,829	531,098	619,808	2,696,652	15,518,720
San Antonio Express ....(m)	16,435,982	1,674,746	296,710	460,868	8,348,484	27,216,790
San Antonio News .....(e)	16,009,444	1,811,385	336,033	484,701	10,587,347	29,228,910
San Antonio Express-News (S)	6,464,990	1,547,518	68,563	72,560	2,942,743	11,096,374
Totals	38,910,416	5,033,649	701,306	1,018,129	21,878,574	67,542,074
San Antonio Light .....(e)	21,906,511	1,541,811	284,850	446,719	7,471,064	31,650,415
San Antonio Light ...(sat.m.)	1,149,736	58,044	7,031	10,163	1,806,133	3,031,107
San Antonio Light .....(S)	9,616,684	1,290,297	74,533	75,615	2,798,559	13,855,688
Totals	32,672,931	2,890,152	366,414	532,497	12,075,756	48,567
Sulphur Springs News-Telegram .....(e&S)	3,741,500	87,682	NA	NA	1,033,914	4,877
NOTE. Automotive & Financial included as Retail.						
Texarkana Gazette/News (meS)	20,895,238	1,146,376	NA	NA	5,319,160	27,360
Tyler Courier Times Telegraph .....(meS)	14,519,260	799,554	56,369	None	3,587,430	18,906
Victoria Advocate .....(mS)	10,388,266	281,106	NA	NA	2,646,392	13,315
Waco News Tribune .....(m)	9,887,430	497,322	NA	NA	2,971,962	13,356
Waco Times Herald .....(e)	11,024,404	506,870	NA	NA	2,994,350	14,525
Waco Tribune Herald .....(sat.)	1,560,076	13,412	NA	NA	736,134	2,309
Waco Tribune Herald .....(S)	4,499,516	186,620	NA	NA	899,766	5,585
Total	26,971,476	1,204,224	NA	NA	7,602,252	35,777
Wichita Falls Record News (m)	7,325,878	458,290	NA	NA	3,422,986	11,207
Wichita Falls Times .....(e)	7,193,774	452,816	NA	NA	2,829,694	10,476
Wichita Falls Times .....(S)	2,362,780	57,983	NA	NA	659,752	3,320
Totals	14,519,652	911,106	NA	NA	6,252,680	21,683
UTAH						
Logan Herald Journal ..(eS)	5,259,520	476,336	35,451	256,564	763,742	6,791
VERMONT						
Brattleboro Reformer .....(e)	3,162,068	333,662	NA	NA	893,102	4,388
Burlington Free Press ...(m)	14,256,102	2,156,308	NA	NA	3,596,376	20,008
Newport Express .....(e)	2,953,345	116,678	NA	NA	206,541	3,276
Rutland Herald .....(m)	5,985,173	787,854	In Gen'l.	NA	1,954,627	8,727
St. Johnsbury Caledonian Record .....(e)	2,772,720	193,340	165,380	5,400	590,837	3,727
Springfield-Bellows Falls Times-Reporter ..(e-ex.sat.)	2,693,700	103,040	NA	NA	385,178	3,451
VIRGINIA						
Bristol Herald-Courier and Virginia Tennessean (meS)	8,133,643	664,951	NA	NA	2,596,440	11,422
NOTE: Automotive lineage included in National and/or Classified						
Clifton Forge Review .....(e)	2,199,656	71,932	NA	NA	192,316	2,463
Covington Virginian .....(e)	3,351,320	131,120	NA	NA	216,410	3,698
Culpeper Star-Exponent ..(m)	1,895,590	247,411	NA	NA	487,134	2,662
Fredericksburg Free Lance Star .....(e)	8,428,357	378,052	NA	NA	1,103,284	9,909
Harrisonburg News-Record (m)	7,945,406	221,956	NA	NA	881,776	9,049
Lynchburg News .....(mS)	11,846,046	773,892	NA	NA	2,014,432	14,636
" Advance .....(e)	11,669,994	644,224	NA	NA	1,701,574	14,015
Totals	23,518,040	1,418,116	NA	NA	3,716,006	28,652
Newport News Press .....(m)	17,466,736	1,516,872	NA	NA	4,668,832	23,652
" " Press .....(S)	7,301,560	590,968	NA	NA	868,714	8,761
" Times-Herald .....(e)	15,055,950	1,519,434	NA	NA	4,182,588	20,757
Totals	39,824,246	3,627,274	NA	NA	9,720,144	53,171
Norfolk Virginian-Pilot ..(m)	20,952,799	2,174,185	NA	NA	9,705,638	32,832
" Ledger-Star .....(e)	13,433,531	2,030,633	NA	NA	10,124,630	25,588
Virginian-Pilot .....(S)	11,576,235	598,649	NA	NA	2,499,129	14,674
Totals	45,962,565	4,803,467	NA	NA	22,329,397	73,095
Richmond Times-Dispatch (m)	8,945,205	582,541	12,163	327,238	2,324,742	12,191
" News Leader ..(e)	11,340,912	1,869,537	397,623	773,107	6,821,713	21,193
" Times-Dispatch (S)	10,542,602	1,808,814	395,289	828,460	6,544,972	20,120
Totals	30,828,719	4,251,892	805,075	1,928,805	15,691,427	53,505
Staunton Leader/News Leader .....(eS,ex.sat.)	8,358,274	290,164	NA	NA	1,032,700	9,681
Strasburg Northern Virginia Daily .....(m)	5,129,376	226,058	NA	NA	335,160	5,690
Waynesboro News-Virginian .....(e)	7,542,393	132,061	NA	NA	1,186,311	8,860
WASHINGTON						
Aberdeen World .....(e)	6,052,256	338,136	41,738	11,128	2,449,006	8,839
Bellingham Herald .....(eS)	7,227,024	500,987	91,686	231,168	2,669,268	10,720
Centralia-Chehalis Chronicle .....(e)	5,034,592	210,868	NA	NA	2,323,591	7,569
Ellensburg Record .....(e)	157,144	5,371	In Gen'l.	In Retail	56,686	219
Everett Everett .....(e)	14,273,938	855,190	NA	NA	4,827,382	19,956
Longview News .....(e)	8,290,954	406,910	NA	NA	2,555,136	11,253
Mount Vernon Skagit Valley Herald .....(e)	4,993,751	118,894	NA	95,473	1,434,363	6,639
Olympia Olympian .....(e-S)	8,203,671	345,342	613,276	350,382	4,009,691	13,522
Pasco Tri-City Herald ..(eS)	8,952,370	624,036	NA	NA	3,417,960	12,944
Port Angeles News .....(e)	4,722,214	172 032	NA	NA	1,450,554	6,344
Seattle Times .....(eS)	22,507,940	4 990,048	NA	NA	13,405,672	40,903
Tacoma News Tribune ....(e)	13,061,239	2,627,060	373,163	291,462	6,133,688	21,964
" " " .....(S)	17,761,116	2,406,693	457,715	358,963	8,341,542	29,449
Vancouver Columbian ...(eS)	9,852,444	489,020	NA	NA	5,988,514	16,329
Walla Walla Union Bulletin (m-ex.mon.;e-ex.sat.;S)	6,329,484	356,622	48,034	48,973	1,592,010	8,375
Wenatchee World .....(eS)	5,782,301	323,561	30,772	54,356	2,134,573	8,240
WEST VIRGINIA						
Bluefield Telegraph .....(mS)	8,099,896	476,000	NA	NA	1,989,428	10,565
Charleston Gazette .....(m)	9,998,744	1,089,774	NA	NA	3,802,526	14,891
" Daily Mail .....(e)	10,044,890	1,109,764	NA	NA	3,814,804	15,760
" Gazette-Mail ...(S)	6,720,658	1,054,452	NA	NA	704,074	8,479
Totals	27,764,292	3,244,990	NA	NA	8,321,404	39,130
Clarksburg Exponent ...(m)	5,509,238	369,012	NA	94,983	742,262	6,715
" Telegram .....(e)	5,524,484	370,216	NA	86,159	817,309	6,798
" Exponent Telegram .....(S)	3,773,084	85,715	NA	175	570,542	4,429
Totals	14,806,806	824,943	NA	181,317	2,130,113	17,943

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Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Advertising
Elkins Inter-Mountain ...(e)	4,204,348	123,840	NA	NA	184,800	4,512,994
Hinton News ...(e)	1,714,356	36,260	59,794	54,348	159,012	2,023,770
Huntington Herald-Dispatch ...(m)	8,724,744	849,478	NA	NA	2,314,494	12,210,128
Huntington Advertiser ...(e)	9,025,534	853,062	NA	NA	2,259,852	12,005,798
Huntington Herald-Dispatch & Advertiser ...(sat.)	829,024	29,610	NA	NA	603,330	1,471,036
Huntington Herald Advertiser ...(S)	3,508,428	206,332	NA	NA	636,552	4,351,438
Totals	22,087,730	1,938,482	NA	NA	5,814,228	30,038,400
Martinsburg Journal ...(e)	7,606,074	226,128	NA	NA	800,870	8,633,072
Parkersburg News ...(m)	11,331,628	484,414	NA	NA	1,233,050	13,049,092
" " ...(S)	4,812,920	154,154	NA	NA	269,850	5,236,924
" Sentinel ...(e)	11,385,906	479,794	NA	NA	1,248,842	13,114,542
Totals	27,630,454	1,018,362	NA	NA	2,751,742	31,400,558
Williamson News ...(e)	4,123,588	133,770	NA	NA	253,190	4,510,548
WISCONSIN						
Appleton Post-Crescent ..(eS)	11,656,288	647,248	NA	NA	2,477,586	15,932,952
NOTE: Above figures are all based on 6-column format.						
Beaver Dam Citizen ...(e)	5,197,248	94,304	45,248	306,026	861,084	6,503,910
Chippewa Falls Herald-Telegram ...(e)	3,855,628	158,382	NA	NA	843,444	4,857,454
Fort Atkinson Jefferson County Union ..(e,ex.sat.)	2,259,740	93,758	NA	NA	606,792	2,960,290
Green Bay Press-Gazette ..(eS)	15,405,166	1,049,706	94,458	229,712	5,344,332	22,123,374
Janesville Gazette ...(e)	10,100,370	*570,346	70,472	555,660	2,664,060**	13,334,776
Automotive & financial included in general and grand total.						
La Crosse Tribune ...(e)	6,955,468	527,810	NA	NA	1,849,792	9,330,070
La Crosse Tribune ...(S)	1,991,990	67,693	NA	NA	889,084	2,948,767
Totals	8,947,458	595,503	NA	NA	2,738,876	14,001,827
NOTE: Preprints included in grand totals: 1,528,884 lines (e); 191,106 lines (S)						
Madison Capital Times ..(e)	16,189,544	949,949	632,912	659,036	7,284,704	25,716,145
Madison Wis. State Journal ...(m)	16,192,337	948,507	632,912	659,036	7,332,465	25,765,257
Madison Wis. State Journal (S) ...	6,318,354	1,188,026	202,174	444,430	1,843,184	9,996,168
Madison Total ...	38,700,235	3,086,482	1,767,998	1,762,502	16,460,353	61,777,570
Marinette Eagle-Star ...(e)	4,176,704	135,372	42,836	37,604	1,012,396	5,404,912
Marshfield News-Herald ...(e)	39,214,840	271,124	55,949	NA	1,282,764	5,531,321
Monroe Times ...(e)	2,673,797	72,597	34,664	NA	1,948,016	4,729,074
Oshkosh Northwestern ...(e)	9,769,858	488,012	99,862	71,904	2,244,704	12,674,340
Portage Register ...(e)	2,184,322	182,000	NA	NA	815,836	3,018,358
Sheboygan Press ...(e)	11,729,228	472,360	NA	NA	3,441,522	15,817,718
Wyoming Press ...(e)	3,433,710	135,352	NA	NA	882,154	4,707,206
Stevens Point Journal ...(e)	4,294,066	270,809	NA	NA	1,675,526	6,240,401
Superior Telegram ...(e)	4,396,378	306,886	38,976	NA	122,941	4,864,181
Waukesha Freeman ...(e)	5,875,982	166,922	NA	164,374	2,099,356	8,236,704
Wausau-Merrill Herald ...(e)	11,856,292	505,400	NA	NA	2,883,566	17,134,502
Wisconsin Rapids Tribune ..(e)	4,975,782	267,498	NA	NA	1,280,874	6,524,154
WYOMING						
Casper Star-Tribune ...(m)	7,165,256	481,068	NA	NA	2,642,648	10,584,532
Rawlins Times ...(m)	2,548,770	88,696	NA	NA	281,358	3,041,248
Worland News ..(m-tues.-sat.)	1,562,246	50,540	NA	NA	164,696	1,826,784
CANADA						
ALBERTA						
Calgary Herald ...(e)	19,136,047	5,121,389	See Note	See Note	11,681,518	35,938,954
NOTE: Automotive lines 1,147,562 in Retail; 867,665 in General); Financial Lines (364,665 in Retail; 409,242 in General)						
Edmonton Journal ...(e)	19,267,226	4,673,161	NA	NA	13,077,510	37,017,897
Medicine Hat News ...(e)	3,398,093	743,136	NA	NA	937,952	5,079,181
Red Deer Advocate ...(e)	4,229,349	830,940	NA	NA	883,073	5,943,342

Newspaper	Retail	General	Auto-motive	Financial	Classified	Total Advertising
BRITISH COLUMBIA						
New Westminster Columbian (e)	3,189,775	494,140	423,622	114,993	2,198,948	6,4[illegible]
Prince George Citizen ...(e)	5,583,712	823,000	239,288	NA	2,992,000	9,63[illegible]
Trail Times ...(e-mon.to fri.)	2,088,618	407,232	NA	NA	435,113	2,93[illegible]
Vancouver The Province ..(m)	8,244,313	4,559,643	845,287	795,668	5,249,860	19,69[illegible]
Vancouver Sun ...(e)	16,784,186	5,258,807	NA	NA	18,572,402	40,61[illegible]
NOTE: Weekend Magazine included in General						
Victoria Colonist ...(m&S)	13,422,504	2,094,048	24,609	16,763	7,016,142	22,57[illegible]
Victoria Times ...(e)	13,298,820	2,077,272	24,609	16,763	6,936,150	22,35[illegible]
MANITOBA						
Brandon Sun ...(e)	4,964,331	757,174	NA	NA	1,120,473	6,84[illegible]
Winnipeg Free Press ...(e)	14,896,055	3,997,793	NA	NA	12,421,143	31,31[illegible]
Winnipeg Tribune ...(e)	10,328,367	2,813,592	NA	NA	6,848,376	19,99[illegible]
NEW BRUNSWICK						
Moncton Times ...(m)	3,653,456	1,109,144	NA	NA	579,567	5,34[illegible]
Moncton Transcript ...(e)	9,931,281	1,109,122	NA	NA	1,289,354	12,32[illegible]
NEWFOUNDLAND						
Corner Brook Western Star (e)	3,112,225	418,421	NA	NA	921,098	4,45[illegible]
NOVA SCOTIA						
Truro News ...(e)	3,592,406	401,436	NA	NA	336,589	4,33[illegible]
ONTARIO						
Brockville Recorder and Times ...(e)	3,613,819	471,043	100,224	NA	592,852	4,777
Hamilton Spectator ...(e)	18,035,142	2,938,349	2,374,897	443,972	8,770,671	32,583
Kingston Whig-Standard ..(e)	12,207,508	1,348,262	NA	NA	3,506,127	17,061
Kitchener-Waterloo Record (e)	16,978,361	2,305,101	NA	NA	5,892,589	25,176
London Free Press ...(m&e)	21,408,000	2,975,000	NA	NA	7,874,090	32,257
Ottawa Citizen ...(e)	19,265,752	3,625,631	NA	NA	10,522,640	33,414
Ottawa Journal ...(e)	15,620,984	3,079,430	NA	NA	8,352,614	27,053
Ottawa Le Droit ...(e)	10,949,015	1,242,208	842,736	578,442	5,251,861	18,864
Owen Sound Sun-Times ...(e)	5,864,473	567,666	NA	NA	1,349,374	7,776
St. Catharines Standard ..(e)	18,678,138	1,759,748	NA	NA	4,500,519	24,938
Sault Ste Marie Star ...(e)	9,696,106	1,100,316	NA	NA	1,610,742	12,407
Simcoe Reformer ...(e)	2,651,434	472,837	In Retail	In Retail	66[illegible],061	3,775
Toronto Sun ...(m&sat.)	3,344,200	1,081,300	NA	NA	400,291*	4,825
*NOTE: Classified is for only 4½ months—since incention						
Windsor Star ...(e)	14,818,411	2,724,303	In Gen'l.	In Gen'l.	5,231,574	22,774
QUEBEC						
Montreal Gazette ...(m)	8,109,950	5,646,611	NA	NA	4,477,626	18,234
Montreal Le Devoir ...(m)	3,568,899	1,615,207	NA	NA	353,865	5,537
Montreal Le Petit Journal ...(S)	933,234	674,541	74,650	43,690	none	1,726
Montreal La Presse ...(e)	19,345,116	3,947,945	958,865	In Genl.	6,809,219	31,061
Montreal Matin Montreal Matin ...(mS)	7,229,000	1,331,000	NA	NA	3,943,000	12,503
Montreal Star ...(e)	19,323,584	4,313,752	696,669	NA	9,113,315	33,447
Quebec City Le Soleil ...(e)	23,253,808	4,485,634	NA	NA	5,000,361	32,739
Trois Rivieres Le Nouvelliste ...(e)	11,719,992	1,147,505	531,078	NA	1,919,139	15,317
SASKATCHEWAN						
Regina Leader-Post ...(e)	11,975,986	1,949,277	NA	NA	4,949,062	18,874
Saskatoon Star-Phoenix ..(e)	9,970,667	1,864,401	NA	NA	3,526,516	15,361

WHAT'S Up?

THE STAR-NEWS!



What's Up?
Total Advertising
we've gained over 6,000,000 lines since acquiring the Daily News—in just 10 short months.

What's Up?
Circulation
we've increased by 38% to 418,126 in the same short time.

What's Up?
The Star-News
with promise of even greater growth in the next 10 months.

The Washington Star-News . . . changing the advertising picture in Washington, D.C.

WASHINGTON STAR-NEWS
Washington, D.C.
Responsive . . . Responsible . . . To The Nation's Capital
A MILLION MARKET NEWSPAPER

Sources:
Linage—Star-News Accounting Dept., period ending 4-30-73
Circulation—ABC Publisher's Statement, period from 3-31-72 to 3-31-73

Phoenix: What a difference a year makes!

"Inside Phoenix '72" is obsolete.

Since its publication the population of Metro Phoenix has increased by 103,000 to 1.175 million. Construction activity accelerated 26% to a record $621 million. Retail sales jumped 18.4% to an impressive $3.13 billion.



"INSIDE PHOENIX '73" is NOW.

It's our annual analysis of Phoenix demographics, shopping trends, economy, retail sales, and product and consumer profiles. A colorful volume of all the current facts you need on Phoenix. An indispensable tool that does your research homework for you for individual market selection or for product testing.

Your free personal copy of "INSIDE PHOENIX '73" is waiting. Just mail the coupon.

The Arizona Republic / The Phoenix Gazette



Howard Ruby / Phoenix Newspapers, Inc.
P.O. Box 1950-S / Phoenix, Arizona 85001

NAME _____

ADDRESS _____

COMPANY _____

CITY _____ STATE _____ ZIP _____

There are two newspapers in Dallas. But hotel and resort advertisers put 61% of their linage in one.

Their prime prospects are our readers.
We're The Dallas Morning News.
And we deliver the affluent, sophisticated Dallas market.
To be specific, in Metro Dallas,
we have 23% more readers who attended college
than the evening paper. And 17% more
who earn $10,000 and over.
No wonder our readers
take more varied and expensive vacations.
For example, only 20% of all
Metro Dallas families travel by plane on vacation.
But 65% of our readers do.
(And we have 27,000 more Metro readers
than the evening paper.)
Our readers also include more Dallas
businessmen likely to take business trips and
stay in first-class accommodations.
Of the chief wage earners in Metro Dallas,
47% more professionals and semi-professionals
read The Dallas News than the evening paper.
And we have 18% more readers
who are proprietors, managers and officials.
This is the Dallas market that's going places.
With us.



Cresmer, Woodward, O'Mara & Ormsbee, Inc., National Representative; The Leonard Co., Florida Representative;
A Member of Metropolitan Sunday Newspapers, Inc. Sources: Media Records, 1972; Dallas Continuing Market Study, Belden Associates.

Circulation

COLUMBUS XVII TOUR

As 128 newspaper carriers return from *Parade* Magazine's 17th Young Columbus trip to Romania and West Germany, bursting to tell of their adventures, it becomes more and more evident that their 101 newspapers got more out of the experience than even the young travelers.

The Columbus XVII contingent included two carrier girls, a new first for the program—Twelve-year-old Marty Watson, who has been a carrier for the *Oakland Tribune* since October of last year, and Mary Katherine Tryon, a carrier for the *San Bernardino Sun-Telegram* for the past year.

It's not as though the 128 young tourists don't benefit from the once-in-a-lifetime adventure other than the trip experience. Each carrier was given a blazer jacket bearing a Young Columbus pocket patch, plus a camera and a supply of film. The youngsters were hosted at dinners and dances at most ports of call, enjoyed ceremonies, sports events and sightseeing.

On top of this, they rubbed elbows with top officialdom, shook hands with dignitaries, such as the president of Romania, and spent their traveling time in the company of the nation's leading college athletes who serve as counsellors on the annual expeditions. This year's group of leaders included Ohio State and University of Michigan athletes.

Back at the newspaper

The participating 101 newspapers get a great deal more than a contest to excite their 700,000 carriers, an incentive to gain new newspaperboys and girls, and the circulation increases that are a direct outgrowth of the trips.

Editors and circulation managers received advance day-by-day itineraries of the trip, plus seven different photographs showing the carriers from their paper. These are accomplished by producing 16 different group shots, which are also sent to the wire services. The photo coverage, along with itinerary stories, was supplied for local coverage of the trip, supplemented by reproductions of letters to presidents and ambassadors, official documents, welcoming statements and special photo coverage.

Circulation and promotion managers get four house ads telling about the trip, plus television slides and radio spots to use in their local promotions.

Proof in the clips

Proof that newspapers used the material produced by Parade public relations vicepresident Ezra Dolan is reflected by the figures from the newspaper magazine's clipping service showing more than 2,700 clippings from participating newspapers in the five months preceding the trip, averaging out to better than 540 stories or ads per month.

Parade has also provided each of its newspapers with a half-hour color/sound motion picture of the latest trip, which promotion and circulation men have found useful in schools, at carrier staff meetings, and before local civic and educational groups. The films have also been shown on local television stations, and have proved useful in carrier recruitment.

John Gorry, circulation promotion manager, *Fort Lauderdale* (Fla.) *News*, stated that the trip created great local interest, reflected itself in a local contest, and contributed to a minimal turnover of carriers, plus the increased circulation gained from the promotion, and fine community reactions.

Gene DeMont, *Knoxville News-Sentinel*, credited the trip for helping carrier recruitment, and maintaining interest among the boys. He pointed to circulation increases, and said they were able to hold a high percentage of the increase.

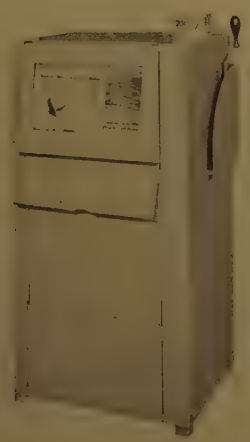
Tony Delmonico, (Denver) *Rocky Mountain News*, called Young Columbus "one of our most successful and beneficial carrier promotions." Pointing out that most of their carriers do not win the trip their first year, he added the significance in holding carriers, along with recruitment and the accompanying circulation gains.

The *Yakima* (Wash.) *Herald-Republic*'s circulation manager, Jack Hammond, credited Young Columbus with 1,594 new subscriptions, but also pointed out its val-

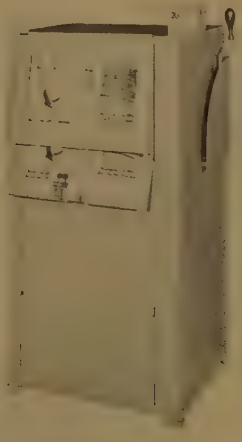
(*Continued on page* 42)

The DuroVendor

A single issue vending machine *for* newspapers *and* magazines



- FAST BULK LOADING
- NO ADJUSTMENTS
- HEAVY STEEL CABINET
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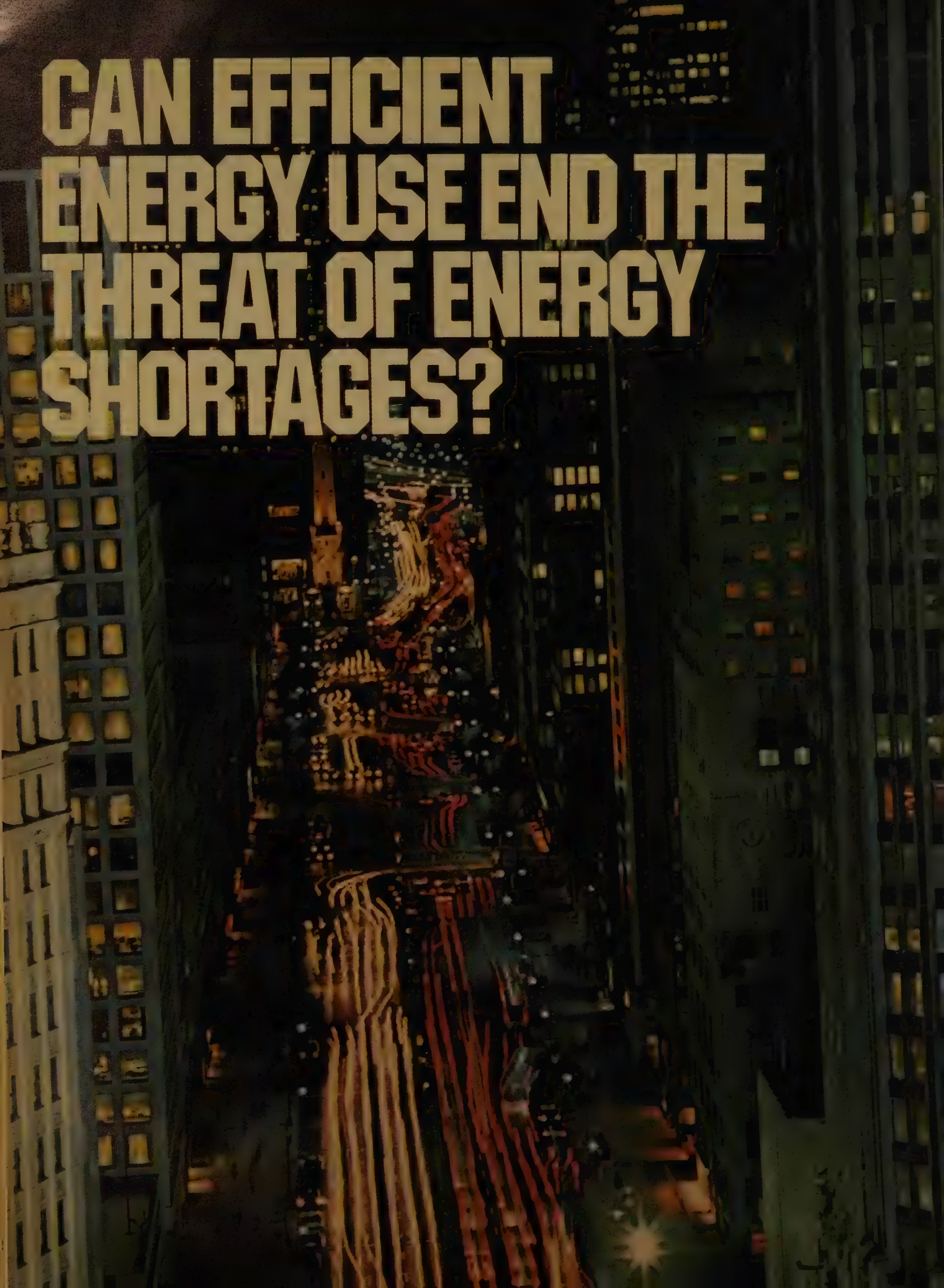


"One for the money"

The DURO COMPANY

506 Foothill Blvd. La Canada, Calif. 91011 **Call Collect** 213-790-3285

CAN EFFICIENT ENERGY USE END THE THREAT OF ENERGY SHORTAGES?



EFFICIENT USE OF ENERGY CAN'T END THE THREAT OF ENERGY SHORTAGES.

BUT IT CAN HELP.

THE ERA OF ABUNDANT LOW-COST ENERGY-ONCE TAKEN FOR GRANTED IN AMERICA-IS OVER.

ALL OF US SHOULD BE THOUGHTFUL IN OUR USE OF ENERGY.

EVEN MORE IMPORTANT, WE NEED TO DEVELOP NEW ENERGY SOURCES HERE AT HOME.

In most American cities and towns, the lights went on every evening last winter.

Most homes, most schools, most offices and factories, had enough heat. Most planes and trains had enough fuel.

But not all.

During the winter of 1972-73, many Americans actually experienced shortages of natural gas, certain heating oils, jet fuel, diesel fuel.

What can this country and its citizens do to avoid more widespread shortages, more serious shortages?

What you can do.

All Americans can help stretch our energy supplies by a few simple, thrifty practices:

- Use mass transit if it's available, or travel in car pools.
- Save on gasoline by keeping car engines tuned.
- Turn off lights, radio and television when they're not in use.
- Improve insulation and weather stripping for more efficient heating and cooling at home.
- Try to keep your thermostat setting at 72 degrees. Above that (for heating) or below that (for air conditioning), costs and energy consumption rise significantly.

What we're doing.

The petroleum industry is extending supplies by using energy more efficiently in our own operations.

We are large energy consumers. With new equipment, what once escaped as useless heat will be harnessed to turn turbines and generate steam.

With heat exchangers, we're making our energy do more work than ever before.

We're increasing domestic supplies by recovering more oil and natural gas from existing fields and from wells once considered depleted.

This is done by augmenting natural pressures inside the earth: using injected water, gas, chemicals, liquefied gas or heat.

These techniques have the potential to produce as much oil, the second time around, as the field originally produced; in some cases, even more.

Better recovery methods can get a significant portion of the 300 billion barrels of oil in the United States that cannot be extracted with present technology.

New energy sources needed.

But conservation is only part of the answer.

The most important part of the solution is to develop energy sources of all kinds in our own country, where they can be depended upon.

Today, 77% of all our energy, including nearly 40% of our electricity, comes from oil and natural gas.

They will be our primary sources of energy for the next critical decade or longer.

Top priority: more oil and gas.

There is a pressing need to increase domestic supplies of oil and natural gas, and to build new refineries, terminals, and other facilities to get products to consumers.

The United States will not "run out" of energy in the near future. Nonetheless, all Americans can help conserve our precious supplies.

Moreover, because of the long lead time required to develop new energy sources, we cannot safely delay action that could increase those supplies.

The need is real, and so is the urgency.

To help you save energy, we've prepared a basic booklet, "A Guide to Efficient Energy Use In the Home." Write to Dept. E1, American Petroleum Institute, 1801 K Street, N.W., Washington, D.C. 20006 for your free copy.

A COUNTRY THAT RUNS ON OIL CAN'T AFFORD TO RUN SHORT.

THE OIL COMPANIES OF AMERICA

news people



Agee



Ward

DR. WARREN K. AGEE, dean of the University of Georgia School of Journalism, received an Outstanding Achievement Award from the University of Minnesota at the fourth annual School of Journalism and Mass Communication Alumni Association banquet.

* * *

ROBERT S. WARD, advertising director for the San Francisco Newspaper Printing Co., agent for the *San Francisco Chronicle* and the *San Francisco Examiner*, was named president of the California Newspaper Advertising Executives Association, northern California division.

* * *

DENNIS SCHNEIDER, former staff member of the *Dubuque* (Iowa) *Telegraph-Herald*, has joined the Iowa Daily Press Association as executive for advertising sales and promotion.

* * *

JEFFREY DENBERG, executive sports editor of the *Miami* (Fla.) *News*, named news editor.

ROY H. PARK, president of Park Broadcasting, Inc. and Park Newspapers, Inc., Ithaca, New York, was elected to the Ithaca College Board of Trustees.

* * *

JACKSON B. SKOG, promotion director for Tucson Newspapers, Inc., Tucson, Ariz., has taken on additional duties in the newly-created position of assistant general manager; MARY K. O'BRIEN STALEY, former promotion assistant, was named assistant promotion manager.

* * *

ED SACHS, named articles editor for National Features Syndicate in Chicago.

* * *

MIKE ROBERTS, retail furniture salesman—named display advertising representative of the *Pauls Valley* (Okla.) *Daily Democrat.*

* * *

CHARLES M. (CHUCK) MCCARTHY, sports editor, *Bristol* (Conn.) *Press*—named recipient of the first annual William Garrett Award by the Bristol Sports Reunion.

* * *

JOE M. DEALEY, president of the *Dallas Morning News* Publishing Corporation—named chairman of the Dallas Foundation board of governors.

* * *

WILLIAM P. (HANK) O'DONNELL, sports editor, *Waterbury* (Conn.) *Republican-American*—honored at a testimonial dinner marking his 50th anniversary as a sportswriter.

* * *

WILLARD L. GORDON, reporter, *Hartford* (Conn.) *Times*—to Re: Production Inc., Hartford advertising agency, as director of account management, a newly-created position.

THOMAS H. THOMPSON, editor of th *Amarillo* (Tex.) *Globe-Times*—has re signed to accept the *Wichita* (Kan.) *Eagl* and *Beacon* Distinguished Professorship c Journalism at Wichita State University.

* * *

RICHARD R. HEFTON, co-publisher of th *McAlester* (Okla.) *News-Capital*, has re signed to become executive vicepresiden and general manager of the Journal-Rec ord Publishing Co., Oklahoma City.

* * *

HARVIE BELL, sales representative wit the *Peterborough* (Ont.) *Examiner* wa appointed advertising manager for th *Collingwood* (Ont.) *Enterprise-Bulletin.*



Moore



Korte

AL KORTE, circulation director of the *Bryan-College Station* (Tex.) *Eagle*—was appointed circulation coordinator of San Diego operations, for Harte-Hanks Newspapers, Inc.; GILBERT MOORE, editor of the *La Jolla* (Calif.) *Light-Journal*, was named associate publisher of the newspaper.

* * *

TROY HOUSER, editor of the *Watauga* (N.C.) *Democrat*, has joined the staff of the *Morganton* (N.C.) *News Herald* succeeding JOHN R. RIGGAN, now a reporter for the *Raleigh* (N.C.) *News and Observer.*



FEMALE REVOLUTION—On a recent Saturday night, it was almost a 100 per cent female operation on the Fort Worth Star-Telegram (M, E, S) copydesk. The lone male on this AMs cycle was slotman Oscar Nace, conferring here with real estate writer and part-time copyeditor Janice Williams. Seated around the rim, from the left, are Louie Andrews, a part-time rim regular; Lois Reed, full-time copyeditor; Barbara Fulenwider, full-time copyeditor who has since joined Stars and Stripes in Germany; and Frankie Paukner, former full-time PMs copyeditor, but now AMs business writer and part-time copyeditor. Fulenwider has been replaced on the full-time copydesk by Delores Briggs, who has a Ph.d. in linguistics from the University of Alabama. Her husband, Olin, is night city editor of the Dallas Morning News.

ONLY THE NEWS-JOURNAL PAPERS deliver the $2 Billion DELAWARE MARKET

- 3-County State Market with population, income, and sales, making it a must in selling the Mid-Atlantic Urban Corridor.

  No Baltimore, Washington or Philadelphia newspapers have any measurable influence in the market.
- These papers deliver largest circulation of all newspapers published in the 4th A.D.I. outside of Phila. Metro.†

  Reach a dominant 73% of hslds in Delaware, 88% of hslds in New Castle County.
- Other sales factors: $6,221 retail sales per hsld, 15th in U.S.; no retail sales tax; Sunday selling; Single Rate Plan.

MORNING NEWS • EVENING JOURNAL

WILMINGTON DELAWARE

Telephone 302/654-5351

or Story & Kelly-Smith, Inc.

All figures SM 7/10/72 unless noted †ABC Audit 12/31/71

in the news

KENNETH R. HOSKINS, news editor for the Colorado and Wyoming Associated Press bureaus, was promoted to news editor for Massachusetts, Rhode Island, Vermont, New Hampshire and Maine which are supervised out of the Boston bureau. Hoskins succeeds CRAIG AMMERMAN, who moves to the wire service's general desk, New York.

* * *

FREDERICK W. MCGUIRE, former editor and assistant publisher of the *Lowell* (Mass.) *Telegram*, and professor of journalism at the Ohio State University School of Journalism—retired after 24 years.

* * *

DON THRASHER, publisher of the *Troy* (Ala.) *Messenger*—appointed publisher of the *Haleyville* (Ala.) *Northwest Alabamian* and vicepresident of Mid-South Newspaper, Inc.

* * *

FRED M. BROWN, staff writer for Worrell Newspapers, Inc., Bristol, Virginia-Tennessee, was named editor of the *Sterling* (Colo.) *Journal-Advocate*.

* * *

THOMAS W. MADDING, assistant general manager of Inco Graphics, commercial web-offset printing division, Mason, Michigan, was promoted to general manager by Panax Corporation.

* * *

CHARLIE HALL, sports reporter for the *Gastonia* (N.C.) *Gazette*—named an associate editor at the *Maiden* (N.C.) *Times*.

* * *

HELEN PARKS, a reporter for the *Morehead City* (N.C.) *Carteret County News-Times*, is now a member of the news staff of the *Rockingham* (N.C.) *Richmond County Daily Journal*.

* * *

PHILLIP W. GURKIN, a reporter for the *Statesville* (N.C.) *Record and Landmark*—named head of the news department of the *Plymouth* (N.C.) *Roanoke Beacon*.

* * *

PERRY JENIFER, veteran sports writer and newsman—appointed sports editor of the *Gastonia* (N.C.) *Gazette*.



Key



Billiel

ALLEN L. KEY, production manager at the *Statesboro* (Ga.) *Herald*—named production specialist for Morris Newspaper Corporation, Savannah, Georgia.

* * *

JEFFREY J. BILLIEL, news editor of the *Sidney* (Ohio) *Daily News*—named managing editor of the newspaper.



COLUMNIST HONORED—Wayne Guthrie (center), Indianapolis News columnist, was honored by Indiana University as one of its distinguished alumni at recent ceremonies. A 1920 law graduate, Guthrie has been a member of the staff of the News for more than a half-century. His column is titled "Ringside in Hoosierland."

DONALD L. FRAZIER, editor of the *Adrian* (Mich.) *Daily Telegram*, retired after 56 years with the newspaper.

* * *

RICHARD W. DAW, chief of the AP bureau at Honolulu was transferred to New Orleans, succeeding ED TUNSTALL, who is being reassigned; ROBERT LIU, a member of the Tokyo AP staff, succeeds Daw at Honolulu; GEORGE ESPER, senior staff member in the Saigon AP bureau, named chief correspondent, succeeding RICHARD PYLE, who will return to the United States for a new assignment.

* * *

ROBERT W. STEYER, education reporter for the *Harrisburg* (Pa.) *Evening News* and CAROLEE K. MICHENER, managing editor of the *Franklin* (Pa.) *News-Herald*, were recipients of the Pennsylvania Medical Society's Walter Donaldson Awards.

* * *

MARIE ANDERSON, special projects writer for the *Miami* (Fla.) *Herald* and its former women's editor—appointed dean of university relations at Florida International University.

* * *

NAOMI KNICKMEYER, of the *Ada* (Okla.) *Evening News* and JIM HENDERSON of the *Tulsa Daily World* were named feature story winners by the Oklahoma AP Managing Editors.

WILLIAM C. COX, JR., Detroit advertising sales representative for the *Wall Street Journal*—named Detroit advertising sales representative for the *National Observer*.

* * *

EDGAR M. PRITCHARD, president of Southam Printing Ltd., Toronto, was appointed to the Graphic Arts Advisory Committee of Rochester Institute of Technology's College of Graphic Arts and Photography.

* * *

ROBERT W. IRVIN, automotive writer for the *Detroit News*, is one of three top winners in the third annual contest for traffic safety reporting sponsored by the Automobile Club of Michigan. His winning entry was a series on the drinking driver problem.

* * *

TOM (SCOTTY) MELVILLE, editor of the *Regina* (Sask.) *Leader-Post*—retired after 38 years in the newspaper business.

* * *

J. STEPHEN BUCKLEY, circulation director of the *Morristown* (N.J.) *Daily Record*, was named circulation manager of the *San Antonio* (Tex.) *News*.

* * *

HENRY SAPIRO, UPI's Moscow bureau chief—retired.

Insure with Employers against Publishers Liability losses

You'll probably want to insure yourself against libel, slander, piracy, invasion of privacy or copyright violation . . . up to a maximum. Beyond that, the risk may be more than you'll want to take. That's where we come in. We'll handle the excess. Call us for assistance in setting up a program. You'll get quick action from the one of our 5 U.S. offices which is nearest you. Write **Employers Reinsurance Corp., 21 West 10th, Kansas City, Missouri 64105. Other U.S. offices: New York, San Francisco, Chicago, Atlanta, Houston.**

John A. Park, Jr.

Confidential Handling

Newspaper Ownership Changes

(919) 782-3131
BOX 17127 RALEIGH, N.C. 27609

17 Years Nation-Wide Personal Service

Columbus tour

(*Continued from page* 37)

ues in motivating district managers, dealers and route managers, along with the more obvious benefits in carrier training and recruitment.

Frank Messina, *Beaumont* (Tex.) *Enterprise* and *Journal*, added that his newspaper's readers showed interest and enthusiasm, along with the circulation department, carriers and staffers. He added that the number of new orders obtained was significant and substantial.

Jack Doyle, circulation manager, *Tallahassee* (Fla.) *Democrat*, credited the trip promotion with a daily increase of 1,375, and production of 1,907 new start orders. He told of using a full-page in-paper ad to salute their winner, Bruce Wilkinson, who joined by writing letters to his district manager, promotion manager, and the newspaper's general manager.

Incentive

Paul Watts, *Wichita* (Kan.) *Eagle* and *Beacon*, said that the trip is used in motivating carriers to become good salesmen, and pointed out statewide goodwill created by the trip. He added that "in many cases, carriers stay with us an extra year or two in order to participate."

Joe Forsee, circulation director, *St. Joseph* (Mo.) *News-Press* and *Gazette*, said that his newspaper attempts to select outstanding carriers on the basis of overall management, including length of time on a route, which proves beneficial to the carrier organization. He told how four finalists in the competition went to New York to see the winner off, and participate with trips as prizes for runner-ups. He added that the boys were kept busy upon their return, addressing schools, church groups and public gatherings to tell about their travels.

Itinerary for Young Columbus XVII included Bucharest, Cutest de Aiges, Pitasi, Sibiu, Sighisoara, Transylvania, Piona Brasov and Brasov, Romania, and Munich, Schwabing, Oberau-Teeal-Oberammergau, Linderhof, Garmisch-Partenkirchen, Dinkelsbuhl, Wurzburg, Rudesheim and Braubach in West Germany.

COLD TYPE EQUIPMENT

NAPSCO has one of the largest selections of cold type equipment in U.S. Many trade-ins from Compugraphic equipment, often priced lower than trade-in allowed.

- Justowriters
- Headliners
- Varitypers
- Friden 8201
- Photons
- Compugraphics
- Linofilm Quick
- TTS—IBM
- ATF
- Etc.

LEASES – TERMS – CASH

TRADE UP TO COMPUGRAPHIC
Use your old cold type setters as down payment.

Write for new list of Used Equipment & Prices

NATIONAL PUBLISHERS SUPPLY CORP.
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18 W. 22nd St., NYC 10010 • 212-691-9850



YOUNG COLUMBUS XVII GROUP MEETS PRESIDENT OF ROMANIA—President and Mrs. Nicolae Ceausescu of Romania are shown above (center), greeting 130 prize-winning Young Columbus XVII newspaper carriers at the Presidential Palace in Bucharest during a recent tour of Romania. The President and Mrs. Ceausescu are flanked by two PARADE Magazine officials, Ezra L. Dolan, Vice President-Public Relations Director, left, and Thomas H. Ferguson, Vice President-Marketing, who led the tour of youngsters representing 101 distributing newspapers. The youths presented the Romanian leader with golden keys to their cities, flags and other gifts, as well as messages from many of the nation's governors and mayors. The President, in turn, presented the youngsters with autographed books, choral records and medals. A reception followed the official ceremonies.

The *Cincinnati Enquirer* has inaugurated a 24-hour operation to supplement the services of carriers of the morning newspaper.

A special trained service team is located in the circulation department to answer readers' questions concerning service. A. Robert Oehler, circulation vicepresident, said this is a means of keeping "the reader with his carrier."

When the carrier cannot be reached readers can call a telephone number at the paper and messages are promptly acted upon—messages such as moving from one address to another, vacation starts and stops, fresh starts, and when there is a problem with either delivery or collection service.

•

Munck is chairman

George J. Munck has been elected chairman of the board of the Crofton Paper Co. Inc. Fred H. Bostock has been elected president of the newsprint firm and Harry Chambers, treasurer.

Family sell paper

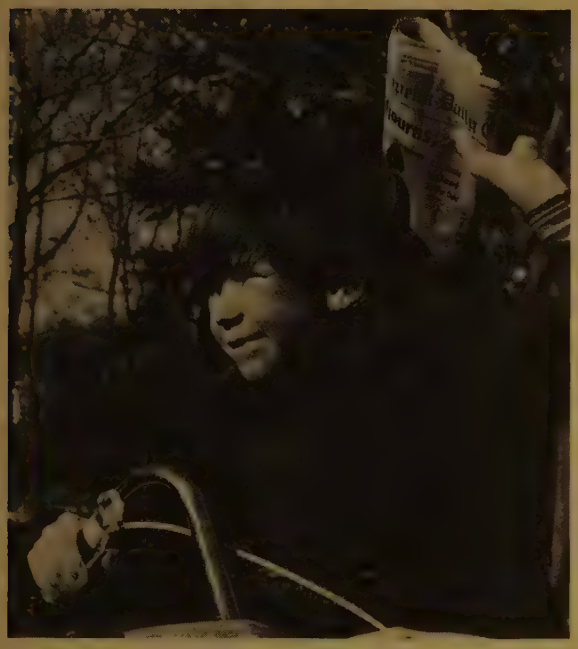
The *Centralia* (Mo.) *Fireside Guard*, owned by the Adam Rodemyre family or its relatives since 1868, has been purchased by Mr. and Mrs. Charles Heburg of Sedalia, Mo. The Hedburgs were publishers of the *Monroe City News* from 1963 to 1971. Mr. Hedburg has held positions with the *St. Louis Post-Dispatch*, *Hannibal Courier-Post* and has served on the board of the Northeast Missouri Press Association. A minority stockholder, James Oran Bale, will continue as plant superintendent.

•

Paper acquired by judge

The *Boone County* (Mo.) *Journal*, a weekly, published by Daniel Fishel in Ashland, has been purchased by Donald L. Diehl of Hallsville, editor and publisher of the *Hallsville Top*, and Mark Paul of Columbia. The new publisher plans to merge the two papers. Diehl was recently elected municipal judge of Hallsville.

From Topeka, a UNIVAC computer story.



Glenn Billis doesn't know it as he flips The Topeka Capital-Journal onto a customer's porch, but he's in the middle of a technological revolution.

It started with the UNIVAC® 9000-series computers. And its name is NEWSCOMP.

Leaping ahead in production techniques is nothing new for the newspaper industry. Lithographic processes, direct printing and high-speed phototypesetting made conventional ways of setting type obsolete.

But they also created a problem: how to produce error-free input for typesetting machines, fast.

UNIVAC's NEWSCOMP System is not the first computer-oriented way to set news and advertising type. But so far, it is the most comprehensive, flexible, easy to learn and easy to use. And The Topeka Capital-Journal has it.

Type is set from computer storage—input by an operator at a keyboard equipped with a video screen for accuracy checks. What operators key-in is then checked by a proofreader at another keyboard-videoscope station—read on the screen and corrected via the keyboard.

From then on, the computer takes over, feeding both hot-metal and phototypesetting equipment, controlling linewidth, formatting, even hyphenating.

For more information on how UNIVAC's excellent equipment, hard work and creative worry can help you typeset your paper better, write John R. Mero, SPERRY UNIVAC, P.O. Box 500, Blue Bell, Pa. 19422.

SPERRY UNIVAC

Only when our customers succeed do we succeed.

Times markets information bank retrieval system

The *New York Times* Company has announced the start of full commercial operations of the Times Information Bank. The information bank is a computerized interactive, time-shared, on-line information retrieval system.

A changeover to the IBM model 370/145 computer has allowed the information bank to be made available to sizeable numbers of outside customers.

During the testing phase, which began in November, 1972, the bank was operated on a smaller computer with the number of outside terminals limited to 10. The outside terminals were at NBC, Chase Manhattan Bank, Exxon Corp., IBM, U.S. Department of State, two other federal agencies, the *Detroit Free Press*, University of Pittsburgh and the Times Washington bureau.

The larger computer, combined with a new pricing system, is expected to make the information bank economically justifiable for other newspapers, businessess, governmental units, libraries, universities and many other organizations.

The Times computer retrieves summary, or abstract, forms of articles fed into it by Times indexers. Articles published in the Times and over 60 other newspapers and magazines comprise the data base. The abstracts are displayed on a video terminal; full text of articles is available on microfiche or microfilm.

The Times information bank is available to outside organizations through subscription. Prices vary depending on volume of research required. Special programs are available for non-profit public and univeristy libraries.

The Times first began feasibility studies into the computerized information retrival system in 1966. In March 1969 the Times further committed itself to development of the system. Development costs of the information bank to date are more than $3 million.

In addition to marketing the information bank to outside customers as a source of revenue, the Times has made the system available to its own staff.

■

Speedreading clinic sponsored by paper

The *Tampa Tribune* recently sponsored a speedreading and comprehensive clinic, featuring Margaret Ratz, who has a PhD. in education with a specialty in reading.

The purpose of the clinic was to encourage a more complete reading of the newspaper. Members of the Tribune staff feel that to improve reading habits generally will, in the long run, improve and increase reading of the newspapers.

Booklets written by Margaret Ratz and published by The Tampa Tribune were sold to the 200 participants.

Teen-ager/second hand camera defeat pros in Indiana event

Using a secondhand camera bought for $40 with money earned while mowing lawns, a teen-age David has upset the Goliaths of professional photography in this year's Indiana Associated Press news photography contest.

Gregg Hess of Crawfordsville, son of Jack B. Hess, managing editor of the *Crawfordsville Journal-Review*, had just turned 16 when he was voted winner of the Bushemi Award, Indiana AP's high honor for news photography. The award, named for Hoosier photographer John Bushemi, who was killed while on assignment during World War II, is given to the entry judged best among 8 division winners including three classes for amateurs and five for professionals.

The budding lensman, who took up photography less than two years ago, won the sweepstakes for a four-picture sequence titled "Breakaway!" taken outside the county jail. Gregg and his father were at home when they heard a coded message of a jailbreak over the police radio. They rushed to the jail, arriving just as the escapee, a girl, was being brought back after being captured a half-mile away.

"Police cars were pulling up in front of the jail as we arrived," recalled the elder Hess. "We could see the girl in the back seat of one of the patrol cars, flanked by an officer and a jail matron. Gregg jumped out of our car while I tried to find a place to park."

As officers and the jail matron removed the girl from the patrol car she suddenly broke away and ran into the street, running directly toward Gregg.

"He could have frozen as the girl and the pursuing officers dashed straight at him," Gregg's father said. "But he didn't. He raised his camera like a veteran, focused and fired away. He caught it all in four frames—the last four on the roll of film in his camera."

Editor captures girl

The girl, catching officers by surprise with her second escape attempt, managed to get a sizable jump on pursuers. Jack Hess, still trying to find a place to park his auto, got a glimpse of the chase as it headed toward him. He stopped his car, jumped out and grabbed the girl, holding her until officers arrived.

Photos of the chase were carried by AP Wirephoto the next morning and appeared in papers throughout the state. The *Indianapolis News* used an eight-column layout across the top of page one.

Gregg, a high school sophomore, is an unsalaried photographer for the Journal-Review. He submits pictures taken during his spare time to the newspaper in exchange for film and other supplies, plus access to the paper's darkroom. He sometimes accompanies full-time photographers at the paper on assignment, picking up tips from the experienced cameramen.

The contest results were announced during the Spring meeting of the Indiana AP Managing Editors in Valparaiso, and



Gregg Hess

when it was revealed that the Bushem winner was a 16-year-old amateur, on editor in the audience called out, "What' he going to do when he's 17?"

■

Russian science writers will make U.S. tour

In the first exchange program of it kind, the Council for the Advancement o Science Writing will host a 14-day visit o six Soviet science writers to the Unite States.

The Soviet journalists will arrive o May 27, and will visit scientists and scien tific facilities in New York City, Prince ton, Boston, Washington, San Francisc Los Angeles and Houston.

The Soviet writers are B. Koltovoi, I Koshelev, O. Kuprin, M. Rebrov, Y. Go lovnov, and N. Shartse. They represen publications and news services such a *Izvestia* and Tass.

The exchange program began in Sep tember, 1972, when five American scienc writers spent 17 days in the Soviet Unio as guests of the Union of Journalists c the USSR. The return visit of the Rus sians will be funded by the publication represented by the American writers, wh were: Phillip Brimble (*Kansas Cit Star*), Robert Cowen (*Christian Scienc Monitor*,) William J. Cromie (Universa Science News and Enterprise Scienc News), Frederic Golden (Time, Inc.), an Vincent Marteka (Xerox Corp.). Add tional funds were contributed by Genera Electric and the National Science Founda tion.

New MERIGRAPH™ photorelief plate system for the newspaper industry.



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PD 73-1

Ad Expenditure Trends February 1973

A summary of newspaper advertising for the month in 64 cities.

Classifications	1973 (000) Omitted	1972 (000) Omitted	Change Dollar (000) Omitted	Change % Change
Retail				
February	$143,854	$136,056	+ 7,798	+ 5.7
First Two Months	286,857	272,548	+14,309	+ 5.3
Department Stores (Included in Retail)				
February	37,604	37,838	— 234	— 0.6
First Two Months	75,438	75,984	— 546	— 0.7
General				
February	37,273	35,809	+ 1,464	+ 4.1
First Two Months	73,628	71,452	+ 2,176	+ 3.0
Automotive				
February	7,830	7,761	+ 69	+ 0.9
First Two Months	14,690	14,098	+ 592	+ 4.2
Financial				
February	8,280	8,096	+ 184	+ 2.3
First Two Months	21,833	19,959	+ 1,874	+ 9.4
Classified				
February	76,877	64,672	+12,205	+18.9
First Two Months	156,717	130,896	+25,821	+19.7
Total Advertising				
February	274,114	252,394	+21,720	+ 8.6
First Two Months	553,725	508,953	+44,772	+ 8.8

Women's group sets equal rights ad campaign

The National Organization for Women now is launching a public service advertising campaign in the next few weeks on the theme of equal hiring rights for women. The Advertising Council has accepted this educational campaign for recommendation to the print and broadcast media.

One print ad contains a drawing of a man, holding up his pants, showing off his legs. The ad is headlined "Hire him. He's got great legs." The body copy states "Women should be judged for a job by whether or not they can do it."

Another ad contains a photo of a college diploma with the headline underneath "Congratulations. You just spent twelve thousand dollars so she could join the typing pool." The body copy of the ad notes that women college graduates are generally asked questions about typing and dictation speed when applying for jobs.

All the print and broadcast ads end with the tagline "Womanpower. It's much too good to waste."

Survey shows women distrust retail sales

Most women take a dim view of retail advertising slogans such as "below cost," "discount," and "wholesale," according to a survey by A. F. Bayvel & Co., a Sydney, Australia public relations firm.

The results, based on random street interviews with 802 women aged 16-60, point to a lack of credibility in retail advertising.

The women were asked whether they believed showcards and ads which used the phrases "below cost," "special," "discount," "wholesale," and "everything must go."

"Special" received the highest score, with 54% of the respondents saying they believed it. "Discount" was believed by 49%, "wholesale" by 33%, "below cost" by 24%, and "everything must go" by only 23%.

"Below cost" was criticized because most people can't understand how a business can survive selling at a loss. "Special" and "discount" were criticized because there are usually no standard prices on which to compare them. "Wholesale" connotated "lack of quality" to many respondents. "Everything must go" found credibility only among the older women, and a significant number said they would "never do business with stores using such slogans."

Ad salesmen disapprove of overstatements

Advertising salesmen for the dail newspapers of Iowa have a "high degre of social responsibility," a study of thei attitudes and feelings reveals.

Gordon A. Sabine, director of The Uni versity of Iowa School of Journalism, re ported the survey results to advertisin managers of Iowa Daily Press Associatio members in a seminar May 18.

The study, completed this spring, in volved the advertising salesmen of al dailies in the state outside Des Moines One hundred of a possible 186 answere two dozen questions concerning their atti tudes toward advertising and their pa pers, and particularly the subject of exag gerated claims sometimes seen in adver tising copy.

Three-fourths of the salesmen agree that there were some national advertiser who ought to "tone down their cop claims." Fifty-six per cent said they coul identify at least one local advertiser wh ought to do the same thing.

And if such advertisers do not ton down their claims—Sixty-six per cent sai their papers voluntarily ought to rejec such ads.

Seventeen per cent said the governmen ought to force changes in the copy.

And only 17 per cent said their paper should continue to accept such ads.

"This response will surprise a goo many people who have been thinking tha advertising media and salesmen were in terested exclusively in making money a any cost," Sabine told the IDPA manag ers.

"It's obvious that Iowa daily newspape advertising salesmen are aware of th problems exaggerated claims can present and also that they exhibit a high degre of social responsibility in voting to hav their papers refuse to accept and publis such advertising."

In other parts of the survey, the sales men identified the values of advertising t both consumers and advertisers, and char acterized their work as "too much to d but the most exciting job I've ever had.

Norman McMullen, business manager o the *Dubuque Telegraph-Herald*, and Kar Warner, advertising director of the *Iow City Press Citizen*, planned the semina program and the survey.

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Record edition

A special souvenir edition, involving th wide use of full-color pictures, was pub lished April 30 by the *Johnstown* (Pa. *Tribune-Democrat* in recognition of th city's selection as one of the 11 All America Cities of the nation. The 92-pag edition established a record for Th Tribune-Democrat and its predecessors surpassing its previous record of 76 ful pages and 12 tabloid-size pages publishe November 25, 1971.

Ad sales office is opened in shopping center

To keep pace with the rapidly expanding Knoxville market and to offer faster, more efficient service to its customers, the Knoxville News-Sentinel Company, publisher of the *Knoxville News-Sentinel* and agent for the *Knoxville Journal*, has opened a advertising sales and service office in the West Town Mall, the largest regional shopping center in the Southeast.

The office is designed to conveniently serve the advertising needs of the West Town stores and growing number of business firms in the surrounding area.

Roger A. Daley, president and business manager of the Knoxville News-Sentinel Company, said the opening of this West Town office is but one phase of the company's current expansion plans. The company is also expanding its present plant at 208 W. Church Ave., as evidence of its faith in a revitalized downtown. Daley pointed out that the $1 million expansion and renovation program should be completed by the end of 1973.

William N. Burke, advertising manager, announced that Richard L. McMillan, a member of the News-Sentinel Co. advertising staff for eight years, has been promoted to manager of the new West Town office. Other personnel on the West Town staff will be Curtis Elder, Fred Ramsey, Charles Humbard, and Valerie Sharp.

The West Town office will service both retail and classified accounts.

The front exterior of the office is decorated with engraving plates of actual newspaper pages. The interior utilizes many of the natural materials used in the production of a newspaper.

A lighted fountain and a rotating display turntable will enhance the view from the office window. Also, on display is a model of the ten units of Hoe newspaper presses used in producing Knoxville's two daily newspapers. The office is on the access corridor to the Sears, Roebuck & Co. store, now under construction.

McMillan joined the News-Sentinel as a copy writer in the advertising promotion department and later became a member of the retail advertising staff.

•

Catholic newsmen group honors Harry V. Martin

The top award of $1000 in memory of the late editor of the *San Francisco Examiner* and *San Francisco Chronicle*, Edward V. McQuade was presented by the Association of Catholic Newsmen to Harry V. Martin, *Napa* (Calif.) *Register*.

Martin won for his coverage of a dispute over the firing of a city employe. Juan Hovey, a reporter for the *Oakland Tribune* won second place and $400 for a series detailing the agony of a family, one of whom was facing an abortion.

We at Dahlgren don't presume to tell a man how to run his newspaper. Eating's something else. Be sure to dine at G's* in New Orleans (at G's you must watch your own hat). And please come see us at our booth and see what papers are doing who have converted their fine, rotary presses to Direct Lithography with Dahlgrens.

Dahlgren Dampening Systems convert your sturdy, dependable newspaper presses to direct lithography. They give you additional years of service out of a press that is built better, tougher, stronger than any offset press on today's market. Dahlgrens let you make the maximum money from your coldtype investment without having to buy a new press (and a building to put it in.) You get better quality at a much lower per page cost (less than a dollar a page for plates) and you can put your stereotyping and engraving costs in the bank. A good idea, after dining tabs in New Orleans. But, if one treats his taste buds with tender respect, most New Orleans tabs are honey-suckle bargains.

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* We just happen to like Galatoire's. Commanders Palace, Antoines and others are fine, of course, and so is Brennans if you like to get stuffed and snockered before noon. Enjoy them and thank your lucky stars that meals in New Orleans don't cost nearly as much as they are worth.

Big time prizes won by small town editor

Mike Masterson couldn't talk long. He was going out on a story. He had gotten a tip that someone was operating a liquor still on the outskirts of town. "It's a very secret-type of operation," said Masterson. Also very illegal in the state of Arkansas. "Won't this possibly get you into trouble with the courts over confidential sources?" E&P asked him. "Could be," replied the 26 year-old editor of the daily *Newport* (Ark.) *Independent*, "but I certainly won't reveal them." You can be sure of that.

Two years ago he came to Newport, a town of 8,000, right out of the State College in Central Arkansas. In those two years he has put his mark on what used to be known as the "Daily Fish Wrapper." In the process, he has earned himself, in addition to several state awards, a National Headline Award in news and feature writing, a Robert F. Kennedy Memorial Award, and most recently, a Pulitzer nomination.

The latter came as a result of a series of stories he did on the "dregs" of the town: its winos, hoboes, and derelicts. "Understand," he explained, "this town, like most small Arkansas towns, is pretty conservative . . . and some of the things I uncovered in the stories shook them up quite a bit." Like an old hobo living in a hollow log for 10 years, a man who called the city dump his home for over 20 years, and a couple of winos who have spent every night for the last 14 years in the city jail. The town's response to the stories was curiously interesting. "The elite class in town, the country club set, didn't care much for the stories . . . but the working people, the people who make the town go, they loved it."

Obviously so did the city manager, who nominated Masterson for the award. "It is a little unusual," admits Masterson . . . "but the city manager is a nice guy, even if we have been at odds in the past . . . he understands that my job is to serve as his nemesis. I'm very gratified that he respects me for that."

Feels at home

The net effect of these honors has been to give him the necessary confidence in his own ability. "I came here right out of college, with only a year experience in college, editing a small weekly. I was full of self-doubts. But after all that has happened in that time, I feel more at home . . . even if some of the doubts still linger."

At first he was awed by the job. "It's a lot of responsibility. I never count the hours I spend, but let's just say I've learned to live without much sleep." Masterson alone covers the entire county of 22,000, takes all pictures, writes all stories, makes up the front page every day, and the sports page every other day. Everything but deliver the paper.

He talks about some of the trials of small town newspapering. "I wish I could tell every young graduate about some of the things that go on . . . the people I write about who I have to face every day, the advertisers constantly on my back. We are the only local paper in the area . . . we have to bend over backwards to be fair."

Although Masterson is not particularly gung-ho on investigative reporting ("everybody's running around looking for secretive stuff when most of it is right in front of them"), he has provoked the wrath of the city's elders on several occasions. A story headlined "Residents Complain of Burning Garbage," for example, exposed the city's unsanitary system of waste disposal. "Nobody on the city Board of Directors would speak to me for two weeks," he said.

Then there are the standard small town catastrophes, like the day of the cricket invasion. "The streets where knee-deep in insects," he remembers. Or the day half a city block exploded. "I was up at 4 a.m. following firemen into the burning hospital to get shots. After a while I just dropped the camera and started helping them fight the blaze."

Heavy on local news

Changes he has made in the paper include a much heavier bias on local news ("we have 8 tv stations and four metropolitan dailies as competition . . . we have to be different"). The old front page contained 70-100% wire stories, set in stodgy one-column vertical format. Masterson says he "strives for at least three days a week of totally local front pages," and has adopted a less conservative horizontal makeup, with more white space and bigger pictures.

In addition to his regular duties on the Independent, he has initiated a news and feature writing course at the local high school, which he says has been well attended. He is also a paid correspondent for the *Arkansas Gazette* (Little Rock) and for KAIT-tv.

Many job offers

He has turned down offers from both the Gazette and *Arkansas Democrat* (Little Rock), preferring, at least for the present, small town life. "I feel allegiance to the town . . . and loyalty to my publisher, O. I. Richolson . . . not many publishers would give a 24 year-old kid free rein to do whatever he wants." He amends that a bit. "Well, occasionally he has to calm me down when I get carried away, but not too often."

Nevertheless, he sees the time coming when he, his wife, and two year-old son will leave Newport. "Feature writing is my greatest love," he says. "I feel my ultimate future may lie in that direction."

•

Night editor murdered

John Dudley Chamberlain, 56, night editor of the *Chicago Daily News-Sun-Times* wire service, was found dead in his apartment May 16. Police, who said Chamberlain appeared to be the victim of a beating, charged Charles McAdams, 25, who shared the apartment with him, with murder.

Publisher files $4M libel suit against weeklies

Edward Kayatt, publisher of the Manhattan weekly newspaper *Our Town*, has filed a $4 million lawsuit against the publishers of *Manhattan East* and the *Village Voice* and Voice city editor Mary Perot Nichols. The Village Voice and Manhattan East are also Manhattan-based weeklies.

Kayatt charged he was libeled by the defendants and that the defendants have engaged in unfair competition and unfair trade practices. The suit was filed in N.Y. State Supreme Court.

Kayatt's complaint states that defendant Nichols made defamatory statements about him and Our Town in two columns. Elliott Ogden and Northeastern Publishing Corp, publishers of Manhattan East, were charged with providing certain information to Nichols for her columns.

The defendants are also charged with continuing to make oral and written defamatory statements about Kayatt and Our Town after the appearance of Nichols' columns.

One of the Nichols' columns attached to the complaint filed by Kayatt describes Kayatt as "a close associate of some of the top Mafia loansharks and restaurant and bar take-over artists on Long Island."

Kayatt denies any connection with these people and disputes Nichols source, which was a 1964 *Newsday* article. Kayatt charged Nichols with "Press McCarthyism" and said "Nichols believes in trial by newspaper."

Attorney for the Voice, Victor Kovner, termed the Kayatt suit "nonsense."

■

2 called to testify on cruelty to rabbits

Are trainers of racing dogs in Florida violating cruelty-to-animal laws?

Two newsmen—Allen Cowan, a writer, and Akira Suwa, a photographer—have been subpoenaed to appear May 25 at a state prosecutor's hearing to tell all they know about it.

Cowan's article, illustrated by Suwa's pictures, appeared in the *Floridian* magazine of the *St. Petersburg Times* on May 6. The article was responsible for complaints from citizens throughout the country, according to H. A. Geiger, an assistant state attorney.

Geiger said he was counting on the newsmen to substantiate their report that greyhound trainers allow the dogs to chase down and kill live jackrabbits in their workouts for racing at parimutuel tracks.

"They are the only ones who have any information who might know that criminal laws are being violated," said Geiger after State Attorney Gordon Oldham authorized the subpoenas.

Kodak PMT metal litho plate available

The new Kodak PMT metal litho plate nd Kodak PMT litho negative paper, af- r a year of successful trial in the field, ill be available to the graphic arts in- istry, nationwide, May 26. The new plate akes about five minutes to expose, pro- ess, and hang on the press.

The Kodak PMT metal litho plate is a rained, anodized lithographic printing ate capable of providing run lengths up 25,000 impressions. It is coated on one de only with a non-light-sensitive layer at can be imaged from the special sil- er-halide Kodak PMT litho negative pa- er by the diffusion transfer principle.

Capable of copy-dot and normal line- opy reproduction, the plate will be pack- ged in 66 different sizes ranging from ⅜ x 13⅜ inches through 27 x 36 inches nd up to 25 x 40½ inches. It will be vailable in 5½- and 8-mil thinknesses.

The plate will come in most standard ress sizes and also will have different nd configurations to fit the plate cylinder equirements of most presses. It is de- igned for use on all types of offset resses and duplicators for in-plant print- ng work, general commercial work, news- apers, technical bulletins, forms, and earbooks.

In use, exposure of the copy to Kodak MT litho negative paper creates an mage which is transferred chemically to he Kodak PMT metal litho plate by iffusion transfer in a special plate proc- ssor. After transfer, application of Ko- ak PMT metal plate fixer to the plate akes the image area receptive to ink and he non-image area receptive to water.

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Central printing plant built on old hotel site

A new central newspaper printing plant vill be built in downtown Osawatomie Kansas on the site of a former hotel vhich was destroyed by fire in March of 972.

The new one-story plant, which will ontain 7200 square feet of floor space, vill be owned by East Kansas Offset, Inc. The *Osawatomie Graphic-News*, a 500-circulation weekly, will lease office pace in the structure.

East Kansas Offset, Inc., is owned by ewspaper publishing companies in Osawatomie, Paola and Garnett, Kan. The rm prints seven weekly newspapers as vell as several school newspapers and ommercial publications.

East Kansas Offset has been using maller facilities owned by The Graphic- News. An Osawatomie bank has pur- hased the newspaper building from The Graphic-News.

It is anticipated the new plant will be n operation early this fall. Existing quipment will be moved.

The new plant will have storage facili- ies for about 3½ boxcars of newsprint. Major equipment in the new plant will nclude a 3-unit Goss Community press, a -station Didde-Glaser stuffer and assort- d darkroom equipment. No additional quipment will be purchased for the lant.

Wins Bunn Award

Michael Flannery of Hyattsville, Md., has earned the Edward B. Bunn Award for Journalistic Excellence for 1973 at Georgetown University in Washington, D.C. The award, presented yearly to a student journalist, consists of $200 in cash and a silver medallion. It was founded by H. M. Greenspun, editor-publisher of the *Las Vegas Sun*.

The award was named in honor of the late Rev. Edward B. Bunn, S.J., who had formerly served as president and chancellor of Georgetown University.

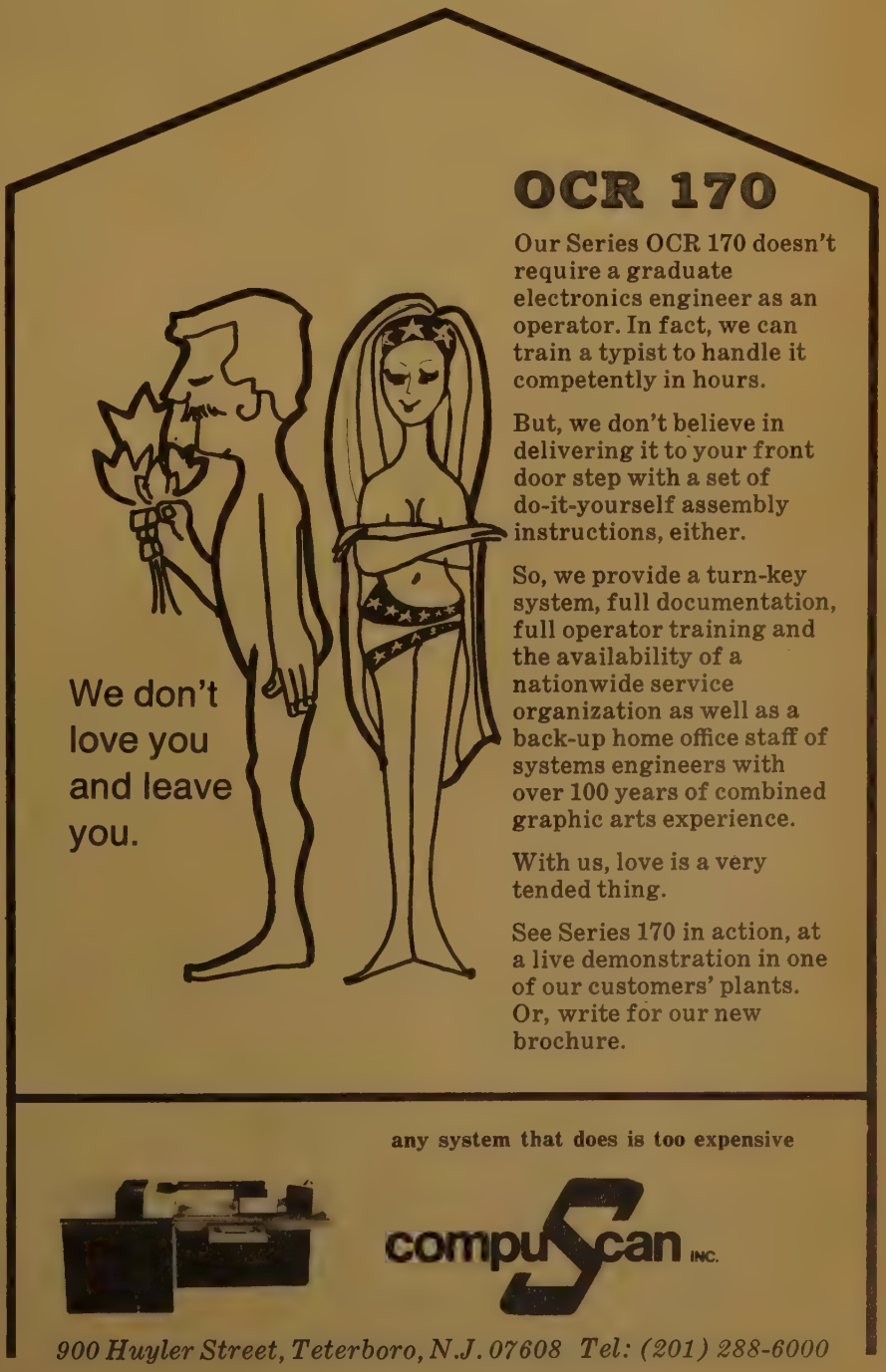
Flannery will join the reportorial staff of the *Chicago Sun-Times* in June. During the past year, he was editor-in-chief of the Georgetown Voice, one of the two undergraduate papers. He is credited with putting the paper on sound financial footing.

New fountain solution reduces tack and piling

The chemical division of Roberts & Porter has recently developed, and is now marketing AFS Fountain Solution, an improved alkaline fountain solution which is said to significantly increase the performance efficiencies of newspaper web presses.

According to Edward Murphy, chemical division general manager, AFS Fountain Solution contains no gum. This considerably minimizes blanket tack and piling. Cleaner runs with fewer washups can be expected, he said.

Another important AFS Fountain Solution advantage claimed by R & P, is its ability to produce superior quality reproduction with less expensive paper and ink.



Book review

By Hillier Krieghbaum

Philip Meyer, "Precision Journalism: A Reporter's Introduction to Social Science Methods." Indiana University Press, Bloomington, Ind. Cloth, $10; Paperback, $2.95.

Applying new technologies to editing and publication processes has become a well publicized revolution during the past several years but another innovation—not yet quite as far advanced—may bring equally significant shifts in news handling although practitioners and executives are now inadequately informed about what may happen.

Publication on May 21 of "Precision Journalism: A Reporter's Introduction to Social Science Methods" may help to correct this deficiency. Philip Meyer, national correspondent for Knight Newspapers and former Nieman Fellow, tells in highly readable, essentially non-academic style, with touches of humor and journalistic applications, how reporting can be given new dimensions and depth through adapting social science methods to the newsroom.

As Meyer writes, "we journalists would be wrong less often if we adapted to our own use some of the research tools of the social scientists" and he adds that "journalism must become social science in a hurry."

Meyer, whose post-rioting survey of Detroit blacks has become a classic and was detailed in a booklet distributed several years ago by the American Newspaper Publishers Association, argues that newsmen must learn to handle both words and figures as follows:

"The tradition that the world of knowledge is populated by two different kinds of people—those who read and those who count—is swiftly decaying. Increasingly, it takes both skills to get along, and not just in the academic world. Public policy makers are learning to count and measure, or, at least, to work with people who do. This trend means that those of us who opted for verbal skills by taking up journalism have some catching up to do. The first step in catching up is to get rid of our natural fear of numbers. And the easiest way to do that is to go down to the dime store and buy a slide rule.

"Get the small pocket kind, read the instructions that come with it, and then learn to multiply small numbers. Keep it in your pocket, and when you next go to a restaurant and have to calculate a 15 percent tip, use the slide rule. Besides putting it to immediate practical use, this exercise will get you past the problem that turns off most novice slide-rule users, the problem of figuring out where the decimal point goes. If the dinner check is $12.36, then the slide rule tells you that a 15 percent tip is either 18.4 cents, $1.84, or $18.40. As soon as you guess which one is right, you are on your way to being rid of your fear of numbers. Next, you can learn division, and after that squares and square roots. There are more things to do with a slide rule, but once you get to square roots no one will blame you if you decide to quit while you are ahead. And you will almost certainly have greatly enhanced your sense of personal efficiency."

Graphic documentation of Meyer's thesis of the need to understand statistics, surveys, and polls came last month when *the New York Times* "Week in Review" section (April 29) devoted two-thirds of a page to three articles when government figures turned out to be wrong or uncertain and then discussed "the role they play in determining the fate of ghetto programs, police protection, addiction services."

Yet the author warns of the hazard "known to social scientists, especially among students getting a grip on quantitative methods for the first time." These individuals resent the fact that they can't simply send the computer print-out to the publishers and have its significance instantly appreciated and spread upon the record for all the world to see." Again, Meyer explained, "we write with words, and we must learn to read in numbers."

The book includes numerous polls and surveys that show how newsmen may gather information and then produce newsworthy copy that will please editors and publishers. He gives specific details for validating sample sizes, phrasing questions, training interviewers, sampling public records, and analysis—always with a journalistic thrust.

For instance, in discussing field experiments, he writes:

"It takes only a little imagination to dream up experiments that are sufficiently offbeat to make your city editor sit up and salivate. Besides finding the experiments intuitively appealing to his news sense, he will recognize the opportunities for lacing your report with titillating, spine-tingling, sometimes even shocking anecdotes."

Examples of how Meyer makes his nuts-and-bolts points:

"Journalists who misinterpret statistical data usually tend to err in the direction of overinterpretation . . . The reason for this professional bias is self-evident; you usually can't write a snappy lead upholding the null hypothesis. A story purporting to show that apple pie makes you sterile is more interesting than one that says there is no evidence that apple pie changes your life one way or the other. Cases where the null hypothesis contracts the conventional wisdom are exceptions to this rule . . ."

". . . computers are becoming and will continue to become cheaper and more convenient to use. And the point at which their simplicity and convenience make them of potential value to the working reporters has already been reached."

"Normally, personal, in-house interviews produce the most success at gathering information from a sample, with telephone interviews and mail surveys following in that order. However, persistence is the main variable in any case, and there have been telephone or mail surveys with very high response rates."

"Middle-aged housewives seem to make the best interviewers. Their appearance is not threatening and they make good listeners. The ideal interviewer comes on as a sympathetic neutral who absorbs information but who doesn't give any bac except for benign expressions of encou agement so the respondent will keep giving answers."

"The influence of the public polls election campaigns — on contributors, the morale of workers, on the gener momentum of a campaign — is so gre that the possibility of rigging their ou come should not be overlooked."

"You can report the numbers, pad som words around them, the way wire-servi writers in one-man bureaus construct bri stories about high school football gam from the box scores, and let it go at tha leaving the reader to figure out what all means. Or you can do the statistic analog of reporter's legwork, and dig i side your data to find the meaning there.

"There is room in social science fo serendipity. If the data gives you an ide that you didn't have before, you need fe no guilt at all about pursuing it throug the tables to see where it leads."

"In studying data collection over a lon period of time, you may encounter case where there have been changes in the rec ord keepers and in the record-keeping sys tems. The FBI crime reports are suspec for this reason, with some of the increas in crime reported in the 1960's attributabl to better record keeping."

* * *

In early 1969, Virginius Dabney, Pulitz er Prize winning editor of the *Richmon* (Va.) *Times-Dispatch*, announced his re tirement to complete a history of Virgin ia. He had been editor of the newspape since 1936.

Dabney's book, "Virginia: The Nev Dominion," a history from 1607 to th present, was published in 1971 and is jus going into its sixth printing at Doubleda & Co. There has been one paper-bac printing.

He has woven a fascinating accoun of events from the founding of th Jamestown colony, and the disasters tha befell it, to the present day. Through hi painstaking research he has given new scope to the personalities who played im portant roles in building the colony an those who led Virginia through the tumul tuous years since then and are leading i today—names that are well known in his torical accounts of the U.S. and many equally important but not so well known

Dabney's book is the basic text in the course in Virginia history at the Univer sity of Virginia and was given an Award of Merit by the American Association fo State and Local History.

"Virginia: The New Dominion" (Dou bleday & Co.) 630 pages, indexed, $6.95 paperback.

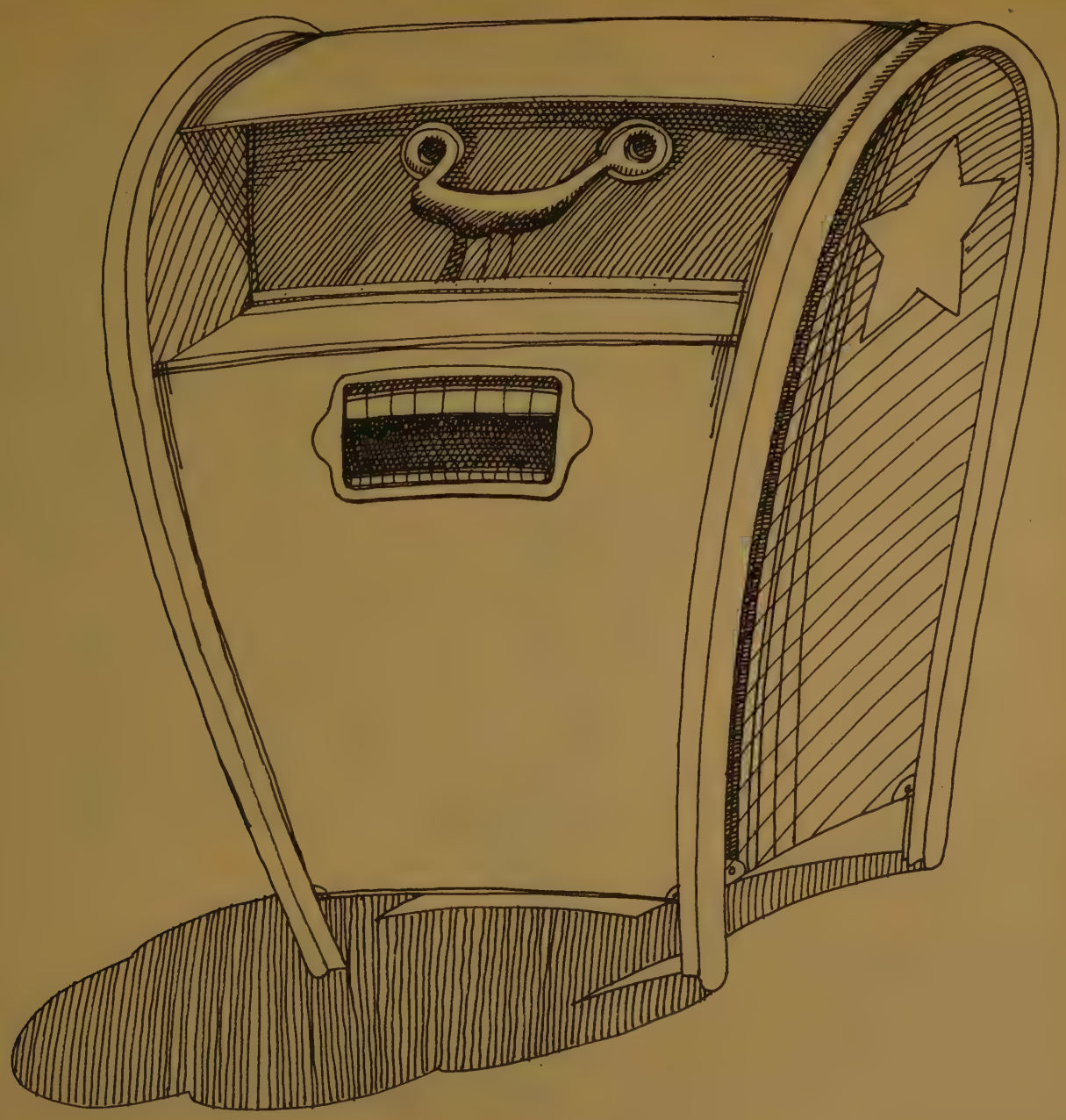
* * *

"The Presidency in Flux, " by George Reedy, Dean of the College of Journalism at Marquette University, formerly press secretary to President Lyndon Johnson; compilation of three Pegram Lectures at the Brookhaven Laboratory in 1972 with additional and later comments; Columbia University Press, 133 pages, $5.95.

* * *

"The American Inquisition 1945-1960" by Cedric Belfrage, editor of the *National Guardian* who was deported in 1955 after refusing to testify before the McCarthy Committee; Bobbs-Merrill Co., 316 pages, $8.95.

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Promotion

By George Wilt

CHECKMATE IN PORTLAND

How does a newspaper go about making a favorable impression on 20,000 potential future readers and their families?

With a chess tournament, that's how.

Building on the interest created by the Fisher-Spassky world championship chess matches last summer, the *Portland Oregonian* news department began using a chess column.

But that didn't make any waves. Lots of papers have chess columns.

An Oregonian editor, however, happened to see a story in the suburban *Tigard* (Ore.) *Times* about junior high school students playing chess on their lunch hour. The result: An Oregonian Chess Tournament throughout its circulation area for grade school, junior high and high school students.

The promotion department enthusiastically fell in with the plan, and took it a step further. They involved the participation of the Oregon Museum of Science and Industry, who enthusiastically joined in the promotion.

Word of the tournament was spread through in-paper ads, complete with registration forms, and a mailing by the Museum to 1,300 school principals.

Contestants clipped the entry forms from the newspaper and signed up for the tournament at their individual schools. The contest included three age divisions: elementary, 1-6 grade; intermediate, 7-9 grade; and upper, or high school.

The Oregon Chess Federation provided guidelines and ran the tournament. Winners and three runners-up from any school participating in the tournament were selected to represent their schools at one of twelve regional sites, selected geographically.

First matches were conducted during the last three weeks of January, and regional competition taking place during February. The Oregonian and OMSI were notified of dates and winners. Regional matches named a champion and two runners-up in the three divisions, who received certificates of achievement. Regional finalists then advanced to the state tournament to determine individual champions and runners-up.

In mid-April the individual Chess Championship Tournament was held at the Oregon Museum of Science and Industry in Portland. Portland State University provided closed-circuit television monitoring of matches which were shown in other areas of the museum. Chess experts were on hand for commentary and color.

The Oregonian, in covering the progress of the tournament during the period of competition, published a full page of pictures the day after the finals, showing the play, action and general flavor of the tournament's climax.

Winners and two runners-up in each division received prizes provided by the Oregonian, savings bonds and trophies. The trophies comprised specially-created inlaid chess boards made by the woodshop classes of Sunset High School in the Portland area. An engraved plate attached to each board indicated the recipient's division and position in the state finals.

The Oregonian felt that the tournament generated favorable public relations among young people, and helped local retail stores promote the sale of chess boards and equipment.

According to Ed Niederkorn, Oregonian promotion manager, some 20,000 students participated in the tournament.

* * *

SENIOR CITIZENS—"Unless you stay active after retirement, you not only retire from a job, but from life," said Dr. John T. Rice, president of the Morris Co. Council of Older Persons Organization, serving as moderator of a Senior Citizens Forum co-sponsored by the *Passaic* (N.J.) *Herald-News* and Passaic General Hospital.

Speakers including a doctor speaking about preventive medicine and a Social Security director spoke to 70 representatives from clubs in Clifton, Passaic and southern Bergen County. Topics included health maintenance, low-cost nutritional menu planning, educational opportunities, medicare and recreation. Herald-News president Austin C. Drukker addressed the forum, planned and coordinated by the paper's public relations department.

* * *

LIVING INSTITUTE—Lectures by psychiatrists from the Institute of Living, sponsored by the *Hartford* (Conn.) *Courant* covered problems including trouble marriages, the so-called prime of life, and the relationship between religion and mental health. The lecture series is being reprinted in a free pamphlet by the Courant.

* * *

ROYAL OAK DATA—The *Daily Tribune*, Royal Oak, Mich., has produced a market data booklet, including complete statistics on Oakland Co., Michigan, and the Royal Oak market. Included are circulation comparisons, coverage maps, and information on special sections, new cold type composition, advertising zones, and other information. Copies are available from the Tribune or offices of Mathews, Shannon & Cullen, Inc.

* * *

FOOD FAIR—The *Toledo Blade* has successfully completed its third annual Food Fair. Annemarie Huste, former chef to such notables as Billy Rose and Jacqueline Kennedy Onassis, delighted about 10,000 food fans during four sessions by preparing culinary delights such as cream of lettuce soup, watercress and endive salad, duck Madagascar, and frozen orange souffle.

Admission to the public was free. Visitors to the fair examined some 41 exhibits of food and kitchen-related products assembled by Blade advertisers. A variety of door prizes were given away, including bags of groceries, a range, refrigerator, trash masher, microwave oven and several smaller appliances.

Edward T. Roberts, Blade promotion and public service director, termed the event the most successful of the thr held so far.

* * *

WINTERFUN—Most of the Nation snowmobile manufacturers have alreac signed up for space or indicated the intention to participate in the *Milwauke Journal's* Winterfun, to be held Octob 2-7. Similar reaction has been reporte from area ski distributors and retailer In addition to snowmobiling and skiin the show includes exhibits, events an attractions highlighting other winter a tivities, including ice fishing, ice boatin curling, hunting, skating, hockey an home work-shop and winterfun leisu time pursuits.

* * *

INTERNATIONAL—The *New Yor Times* has released its 1973 Guide to In ternational Investments and Trade Oppo tunities, a 136-page booklet, reproducin more than 125 advertisements that ap peared earlier this year in Times' econon ic survey issues, placed by countries, ci ies, states and governments of Europ the Middle East, Asia, Africa, and th Americas. A list of foreign governmer trade promotion offices in New York Cit for more than 70 nations, and a list c U.S. Department of Commerce distric offices is also included.

* * *

FLOATING MAILER—When the *D troit News* announced a Swimming Poo section, it did it with a floating fron page, printed on inch-thick styrofoam. A tached to a tabloid-size newsprint an nouncement was a reproduction of a New front page announcing repeal of prohib tion. "Use it as a serving tray, or kickboard," says the flyer, which also in cluded publication date, deadlines an other info on the section.

* * *

GARAGE SALE — Garage sales are growing rage in cities, suburbs and rura areas, and a growing classified advertis ing classification, too. The subject is no the subject of a six-part series and reac er-service book offer from Scribner's an the Benjamin Company. The paperbac "How to Hold a Garage Sale" sells fo $1.95. The book provides advice an guidance in conducting a garage sale s that both buyer and seller get the great est benefits, according to author Jame Michael Ullman, a former Chicago news paperman.

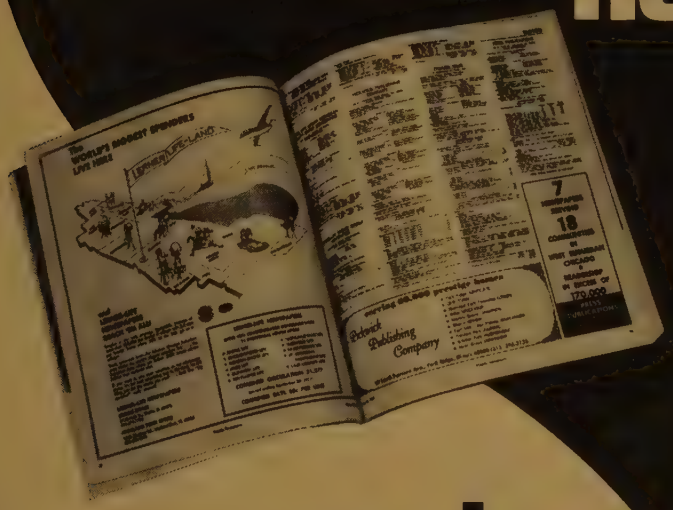
Newspaper coverage for the feature i in the form of a six-page series. News papers may buy the book in bulk at sub stantial discounts and supply their read ers locally, or orders can be fulfille through NBS offices, according to Ro Benjamin, president of the Benjami Company. He added that many classifie advertising managers and circulatio managers have indicated that they wi use copies of "How to Hold a Garag Sale" in various business-building an promotion activities.

■

Bingham names Kaiser

Charles R. Kaiser will succeed A Shopnitz as head of Samuel Binghan Co.'s newspaper division. Shopnitz has re tired after 38 years with the firm. Kaise joined the company in 1968.

If you're here,



you're considered

Weekly newspapers are being considered more often in all types of newspaper advertising campaigns.

And when national and regional advertisers and their agencies look for weekly newspapers to complete their coverage, they go to the one source they know and use — SRDS Weekly Newspaper Rates and Data.

They use Weekly Newspaper whenever they need information for national campaigns, regional campaigns, and for co-op advertising checking and verification.

Weekly Newspaper is the book that's always there. In fact, 85% of the top 150 agencies billing $10 million or more, receive and use Weekly Newspaper Rates and Data.

If your paper is listed in SRDS, you are assured of consideration for advertising and certification for co-op programs.

Be sure you're there whenever and wherever the buyers of weekly newspapers are analysing, planning and buying with a listing in Weekly Newspaper Rates and Data. Use the handy coupon below for full information.

Plan now to have your listing in the September, 1973 issue.

Closing Dates:
New Listing Closing: August 8
Ad Forms Closing: August 4
Plate Closing: August 11

SRDS

Weekly Newspaper Rates and Data
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5201 Old Orchard Road, Skokie, Ill. 60076
ATTN: Ken Bieschke

☐ Please rush me free information on how to list our newspaper
☐ Please rush me information on how to reserve ad space adjacent to our listing

Name of publication _____
Address _____
City _____ State _____ Zip _____
Name _____
Title _____

Newspaper used as part of curriculum is tested

A research project sponsored by the *Houston Chronicle* indicates that high school students are more skillful newspaper readers when the paper is integrated into the regular school curriculum.

Under the guidance of Dr. Louis Avery, educational consultant for the Chronicle, two groups of ninth-grade American history students were used in one of a series of studies that started January 15 and ended February 9, 1973.

In one class, the newspaper was integrated into the regular curriculum for a minimum length of 20 minutes each day, while in the other class, the paper was not integrated into the regular study.

On January 15, both classes were administered the American Newspaper Publisher Association's pre-test to determine their status at that time. The mean score for both classes was identical: 18 on a 30 point scale.

At the end of the project, both classes were given the ANPA post-test. The post-test mean for the newspaper class was 21.04 on a 30 point scale, and post-test mean for the other class was 17.40 on a 30 point scale. Tests results in other schools produced similar before and after results.

This summer the Rice Department of Education in cooperation with the Houston Chronicle is conducting a program aimed at integrating newspaper into the high school classroom.

The program, which takes place on campus June 11-22, will be a summer seminar for inservice teachers who are working toward graduate degrees at other institutions and undergraduate students working toward a degree in secondary education.

"The newspaper can be used in a variety of ways to stimulate high school students," says Chronicle consultant Dr. Lois Avery. "It can be used in English, science, foreign language, mathematics and social studies classes."

"For example, in a social studies class the daily newspaper could be used effectively to teach students to gather information about specific topics and contemporary problems by having them keep a newspaper clipping file." She said.

"In the same class, activities for developing a better understanding of human relations might include collecting and studying political cartoons or keeping track of the topics discussed in a particular editorial over a certain period of time. Activities for developing the power to think critically and form opinions might include discussing the values and dangers of advertising to the public or following three stocks for several weeks and making a graph to show their rise and fall—then relating the graph to the economic condition of the country by noting any news that might cause a change in stock market prices . . . The possibilities are endless."

"A key element of education is sensitizing students to communications," says Carol Kuykendall, lecturer in education and coordinator for the Newspaper in the Classroom Program at Rice. "The newspaper is a most realistic way to do that—it makes everything now, current. It's a living supplement to the text, a living resource."

"Though the Chronicle's program is basically directed at showing how newspapers can be used as an effective teaching tool, it actually contributes to a much broader purpose," Mrs. Kuykendall explained. "Our program will help equip teachers to confront the basic educational issues of the 70's. We're concerned with adjustment to the quarter system, personalized instruction, the open classroom, interdisciplinary courses, team teaching, career and vocational education, education for cultural diversity, instructional technology and competency-based teacher education (accountability for a predetermined set of performances).

"We want to stimulate a high level of teaching sophistication, to train instructional leaders who can vitalize their classrooms. The newspaper workshop is one vehicle for doing that."

•

Five are enshrined in Penna.'s Hall of Fame

Five journalists have been added to the Pennsylvania Newspaper Hall of Fame, established last year under the sponsorship of the Pennsylvania Newspaper Publishers' Association.

Those elected at Harrisburg included a second woman, making the Pennsylvania newspaper hall the only one of 22 among the states to have selected more than one woman.

The new members are:

—Ida Minerva Tarbell, a native of Titusville, Pa., whose examination of the Standard Oil Company's practices was credited with breaking up the John D. Rockefeller empire.

—Benjamin Franklin Bache, incendiary Philadelphia editor who sparked the American Revolution as an ardent advocate of freedom of speech.

—Thomas Paine, a political satirist whose "Common Sense" appeared in the *Pennsylvania Packet*, a pre-revolutionary paper which became the war cry of the independence movement.

—Thomas Cooper, an advocate of free speech during the early 1800s. He was jailed for sedition when he allegedly libeled the Adams administration, and later became a Pennsylvania judge.

—Frederic E. Manson, for 59 years the editor of the *Williamsport Grit*, which he developed from an anemic local weekly in 1895 to a national paper with a circulation of 1,250,000.

•

100 years old

The *Charleston* (W.Va.) *Gazette* is observing its 100th birthday in May. The newspaper traces its beginning to the establishment of the weekly *Kanawha Chronicle* in April, 1873.

•

Price raised 2¢

The *Bridgeport* (Conn.) *Post-Telegram* has boosted price-per-copy of its daily morning and afternoon editions from 10 to 12 cents, citing "constantly increasing costs of production."

Florida educator ask legal shield for library record

The stringent provisions of Florida widely acclaimed Government-in-th Sunshine Law, a model statute for fre dom of information, are under attack n by the presidents of nine state univers ties.

Approving a policy of confidentiality library records, the Florida educato have called on the state legislature Tallahassee to modify the FoI law so th universities may resist giving library re ords to the public or the courts.

Florida's attorney general, Robe Shevin, has ruled that all state record including personnel matters, must be op without exception. The state educati commissioner, Floyd Christian, said he fearful that the universities leave ther selves open to civil suits if they relea their records to everbody.

"It's a very complex issue," said D Stanley Marshall, president of Florid State University, in appealing to the la makers to allow some exceptions from t "sunshine rule."

At the heart of the debate is the vie of the National Council of the America Library Association that book circulati records should not be available to t extent that the public can see what boo are being read by any individuals.

In another action related to the Su shine Law, attorney general Shevi brought suit on behalf of a televisio newsman, Brad Davis, and won a cou order that a committee of the Duv County School Board make public the n mes of about 200 applicants for the job superintendent of schools. The committe gave out only names of five finalists recommended for appointment.

If the committee persists in shieldin the other applicants' names, it will ha to explain to Judge Roger Waybright wh it shouldn't reveal them. He has set hearing for June 27 at Jacksonville.

•

Marcos eases controls on Philippine press

President Ferdinand E. Marcos decree May 11 the lifting of direct Governmen supervision of all local and foreign i formation outlets.

He replaced the Government-controlle Mass Media Council with a Media Advis ry Council, which will be composed representatives from newspapers, tv, an radio. The council, to be headed by th president of the National Press Club, wi review applications for permission to o erate.

However, operating licenses will be va id only with the President's approva They must be renewed every six month under terms of the decree.

Some newspapers and broadcasting sta tions have recently begun to operate agai following the imposition of martial la last September 22.

How voting frauds were uncovered by Chi Tribune

There were complaints of fraud in Chicago last November in the general election, but the conduct of the balloting was considered a vast improvement over previous elections, including the March primary.

This result, in great part, was credited to the *Chicago Tribune* when the newspaper won the 1973 Pulitizer Prize for general local reporting (E&P, May 12).

But who were the people behind the prize-winning effort—a series exposing ghost voting, phony election judges and forged signatures? What were the results of the year-long campaign to end precinct polling place cheating and the shadowy sneaking leading up to vote fraud and election rigging?

Credit for the plan that exposed how wholesale deception worked is given to George Bliss, now chief investigative reporter for the Tribune, and head of its investigative task force during the lengthy vote probing.

Bliss, a veteran Tribune newsman, and winner of a Pulitizer in 1962, went to editor Clayton Kirkpatrick in December, 1971 and asked him to spring him and whatever reporters were needed loose on the rigging stories.

Kirkpatrick approved the proposal and the hunt for evidence was on. Bliss spent all of 1972 directing the campaign with the task force of Pamela Zekman, William Currie, Philip Caputo digging in. Other reporters were enlisted as needed.

The work of one reporter stood out, although it definitely was a team effort. He is William Mullen, on general assignments, who conned his way into a clerk's job in the office of the Chicago Board of Election Commissioners and gathered material that spelled success for the campaign.

The election board keeps the records and administers elections in Chicago. The office is completely controlled by the Chicago Democratic machine.

Job well done

Mullen was the first outsider to get into a position where he could see how things were manipulated. He did his job well.

Mullen, a man whose unassuming manner disguises his perceptiveness for detail, soon got access to the files which were hiding the sordid details of fraud and cheating.

Obtaining this material was essential to the success of Bliss's plan, not one concerning itself with accusations alone, as had been done many times in the Chicago press, but with facts strong enough to take into court and obtain convictions.

Bliss turned the facts over to James R. Thompson, United States attorney in Chicago. Bliss proposed that fraud in the March primary be exposed in order to ensure a reasonably honest election in November.

First thrust of the Tribune's investigation was a search for ghost voters—



VETERAN FRAUD AND CORRUPTION fighter George Bliss, chief investigative reporter of the Chicago Tribune, who triggered expose of wholesale vote cheating that won paper a Pulitzer Prize.

persons missing or dead who turn up every year on the voting rolls even though they don't live at the addresses designated.

Before the primary in March, the task force had targeted 14 precincts in six wards where there was an indication that election day cheating could be expected.

Registered letters were sent to 5,495 persons listed as voters in those precincts. About 700 letters came back with the notation that the persons couldn't be found. Each suspected "ghost" was checked out by the task force and it was confirmed that the vast majority were dead, or had moved. Sixty-two were registered as residing on various vacant lots or in abandoned buildings.

Lists of these were drawn up and the reporters' next job was to see if attempts would be made to cast ballots in their names in the primary. This meant getting reporters into the polling places as election judges or other election officials.

Gather added evidence

Among these were Ronald Kotulak, Tribune science editor, and Casey Bukro, environment editor, who worked in the polling places to gather evidence of fraud.

The effort was a success. Scores of votes were cast in the name of the ghosts despite challenges by reporters serving as judges. This was possible because in precincts where vote fraud flourishes, there are no Republican judges, just Democrats posing as Republicans.

Kotulak, Bukro and all other reporters involved had been given rigid training in how to spot vote fraud and the Republicans gladly sponsored them as judges or as poll watchers, which permitted them to spend a day in the polling place.

What they gathered was evidence, but not enough and that's where Mullen's work proved valuable. While clerking in the election board he was suspect, not of being a Tribune employe but a Republican. He was followed after he left the office at night. The surveillance was shortly abandoned.

Mullen had lists of judges who had taken the oath as Republicans, but were suspected of being Democrats. His checking turned up many so-called Republican judges with long voting records as Democrats—a violation of the election law.

Mullen also found what appeared to be forged signatures on applications for ballots. Many applications bore signatures that appeared to be identical handwriting. Each night after work at the election board Mullen turned over documents with these signatures to Bliss, who had them examined by handwriting experts. They confirmed that the signatures were forgeries.

People whose names had been forged were contacted. Scores said they had not voted in the primary and the signature on the ballot application was not theirs. One "applicant" had died before the primary. Another was confined to a hospital on Election Day.

Evidence of more than 1,000 cases of election fraud in the primary was uncovered.

After clerking for four weeks, Mullen left the election board, the evidence was turned over to the federal prosecutor and the Tribune began publishing a series of articles on his findings.

Five days after the series began, the federal grand jury indicted 40 election judges for fraud. Two weeks later, 35 more were indicted. Since then four others have been indicted. Of the 79 indicted, 27 pleaded guilty, three were found guilty by juries, and 44 are awaiting trial.

Sentences thus far have ranged from two years' probation to two years in prison. Two persons were acquitted and charges against three others were dropped.

•

'Most inaccurate' head donated to HST library

A plaque containing a replica of the front page of the *Chicago Tribune* of November 3, 1948 containing the headline "Dewey Defeats Truman" was presented to the Truman Memorial Library at Independence, Mo.

The plaque was presented by Harold Grumhaus, chairman of Tribune Company, and Clayton Kirkpatrick, Tribune editor.

Grumhaus said at the ceremony that it was the most inaccurate headline ever published by the Tribune. He recalled being in the composing room at the time and remarked that the particular front page was printed under strike conditions that necessitated earlier deadlines for the news department.

The headline ran in the second of seven editions and 30,000 copies of that particular edition were circulated.

100 papers are available for mid-week inserts

Out of 150 papers throughout the country, 100 will run four page card stock inserts on Best Food Day, Ted Isaac, president of Consumers Communication Corporation, told direct marketers at Los Angeles Direct Mail Day (May 24).

Of those papers, 15 that machine stuff all inserts will be included in the September 9, 1973 national FLAGWAVER "flight" of 20 million card stock inserts, carrying between 120 million and 160 million coupons.

A recent market research project by Isaac's firm found 34 daily papers with circulation totaling 6,558,000 that machine stuff all inserts during the week.

An additional 24 papers with a total in plant stuffing capacity of 2,337,000 on Best Food Day are also available. These papers use a combination of machine and supervised hand stuffing within the plant to match inserts with the daily paper, Isaac said. Expansion into this group makes the second logical step forward for mid-week couponing, he told the group.

50 markets will not run weekday card stock inserts due to physical limitations, policy, or other miscellaneous problems, he pointed out. Another group of 42 papers will probably not be safe for distributi of cash value store redeemable coupon though direct marketers may use them, said, if they are willing to accept newsp per assurance that carriers and distrib tors will hand-hide-stuff the inserts in newspapers at distributor warehouses on street corners.

He listed New York City, Boston, D troit, and San Francisco as major marke that will not accept weekday card stoc inserts. While Isaac confirmed the wee day insert is the most logical "secon step" for card stock insert users, he adde that Sunday remains the better day fo vehicles such as his FLAGWAVER. H cited the longer life of the Sunday pape in the home and the higher unit cost o the weekday paper as reasons for thi

Weekday distribution costs (spac (charges) add about 20% to the cost o distribution, he said, while net circulatio decreases because most papers publis fewer copies during the week than they d on Sunday.

•

G.M. Loeb award won by AP's John Barbour

The University of Connecticut's 1972 G M. Loeb Awards for distinguished busines and financial journalism have been won b John Barbour, newsfeatures writer fo the Associated Press, Clem Morgello business editor of *Newsweek* magazin and Everett Mattlin, editor *Pensions* mag azine.

Dr. Robert O. Harvey, dean, U of C School of Business Administration an secretary of the Loeb Awards Advisor Board, made the announcement, addin that each first prize winner will receiv $1,000 in cash and a bronze plaque.

First place winner in the Newspape category was won by AP writer Joh Barbour for his feature entitled "Risin Food Prices Traced From Farm to Mar ket." Newsweek business editor Cle Morgello won in the column/editorial sec tion for his pieces entitled "Wall Street." Everett Mattlin, Pension magazine editor won for his story "Special Report on Rea Estate: The Old Frontier is now the New Frontier."

•

Palm Beach protects its prestigious area

Palm Beach is such a prestigious ad dress that the Florida community's con sumer affairs director is cracking down on real estate developers whose ads are ap pearing in newspapers around the coun try.

The problem arises when the ads say a condominium complex, located on land several miles from Palm Beach, enjoys that city's identity.

"It's not so bad when they advertise locally," said Mrs. Alice Skaggs, Palm Beach county's consumer protection officer, "but it's when their ads appear in the Wall Street Journal or other out-of state papers that problems are created."

Several of the developers blamed their ad agencies for gilding the lily to the extent of creating possibly deceptive copy

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Baxter



Grimes

Two Charlestons swap reporters for a week

It was a straight player—er, reporter—wap.

The idea was to solve an identity crisis etween two Charlestons whose mail and vhose visitors often are misdirected to ach other.

So, managing editors Charles Connor of he *Charleston* (W.V.) *Daily Mail* and Evan Bussey of the *Charleston* (S.C.) *News* and *Courier* exchanged staffers for week.

To Charleston South, as South Caroina's Charleston became known in both apers, went Richard Grimes, chief of the Daily Mail's capitol bureau; and to Charleston North a News and Courier olumnist, Tom Baxter, brought along his outhern drawl.

Initially, they found the working hours dd—Grimes stepping from a p.m. paper nto an a.m. slot, and Baxter vice versa—ut that was the least of the differences.

Baxter quickly made friends up nawth." The mayor, John G. Hutchinson, ook him on a personal tour of the city, nd Gov. Arch Moore invited him into his ffice and presented him with a tie pin nd cuff links (state house veterans of the ress corps said they'd never received nything like that).

He also became entangled in the city's ne-way traffic pattern, found himself irl-watching on downtown Capitol Street, attended a concert by the Charleson Symphony, and wound up the weekend vith a wild white water ride down the New River gorge and a visit to one of West Virginia's newest parks, Pipestem.

Meanwhile, in Charleston South, Grimes ound southern hospitality overflowing. He received 27 invitations to dinner the irst two nights he was there. And the nanagement of his hotel, upon learning f his purpose in Charleston, moved him rom the second to the top floor so he ould observe the ocean sunrise better. It lso sent him a bottle of champagne.

Both reporters found that their assignnents kept them on the go 16 hours a day nd included a weekend that ran even onger.

The assignment for each included writng impressions and observations for their dopted papers, then returning home and loing another week of stories explaining o their home town readers what they iked and disliked about "That other Charleston."

Both managing editors reported reacion from readers a real "plus" and a velcome and less weighty addition than Watergate to their pages.

New photo service begins June 4 from NY Times Co.

The New York Times Company will begin a new picture service worldwide on June 4. To be known as New York Times Pictures, the service will be headed by John G. Morris, according to an announcement from Sydney Gruson, senior vicepresident of the Times for subsidiary operations.

NYT Pictures will operate under the New York Times News Service of which R. R. Buckingham is editor and general manager. Buckingham said in the formal announcement of the new facility: "The market for quality photo journalism is growing in the U.S. and abroad, despite the death of the mass picture magazines. It's visual age. In addition to pictures generated by the Times, NYT Pictures will seek out and distribute the work of talented non-Times photographers."

Morris, who has been picture editor of the Times since 1967, said the first announcement had brought a number of calls from news and magazine photographers around the country interested in the syndication innovation. Morris anticipates one of the strenghts of the operation will be in feature material and layouts. The syndicated free-lance pictures and photo essays, both color and black and white, will be bought on a 50-50 split between the photographer and the service.

Announcement of a new picture editor of the Times to succeed Morris has not been made. Morris held picture editing positions with *Life Magazine, Magnum Photos, Ladies Home Journal, Washington Post,* and Time-Life Books prior to joining the Times. In 1971 he won the Sprague Memorial Award from the National Press Photographers Association.

Three major services

The resale of pictures from the Times picture library will be expanded, and Shirley Baig, formerly manager of the New York Times Studio, will continue to handle this library service.

The photo service launched last year for News Service subscribers will be expanded in scope with addition of layouts and weekly photo features that can be used by newspapers in various departments.



John G. Morris

Morris anticipates experimenting in offering the one-shot photo story and layout approach from free-lancers, noting that the service could replace momentarily the old Life market for news photographers. Pictures will not be by wire except in special instances where the client wants a rush order.

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24-hour classifieds

The *Melbourne* (Aust.) *Herald* has begun taking orders on a round-the-clock basis by telephone. In a recent promotion piece, the Herald claimed that an ad received by 9:45 AM can be on the street in the first edition 3½ hours later. The campaign is part of a drive by the evening paper to increase their share of classified advertising market. The undisputed leader for years is the Melbourne Age, a morning paper.

JUST OFF THE PRESS...

THE 1973/74 TV FEATURE FILM SOURCE BOOK

AN INDISPENSABLE tool for TV editors, this latest edition is in two volumes with 1,100 pages of film listings.

For each of 17,000 films available to TV stations, the *TV FEATURE FILM SOURCE BOOK* supplies the storyline, cast, running time, $ rating, awards, network data, distributor.

The price for this two-volume set (including a supplement in the fall) is $75, complete. Order your set now with the coupon below.

Don LaSpaluto, Asst. Sales Manager, UNITED FEATURE SYNDICATE, 220 East 42nd St., New York, NY 10017

Send me the 1973/74 TV FEATURE FILM SOURCE BOOK. Bill me $75 plus postage.

Name _____ Title _____

Paper _____

City _____ State _____ Zip _____

Public ownership of papers sought in Sri Lanka

By Shelton A. Gunaratne

The largest newspaper publishing company in Sri Lanka (Ceylon), the Associated Newspapers of Ceylon Ltd., which controls well over 50 per cent of the daily newspaper market in the island, may soon pass from private ownership to public ownership. Ski Lanka's ruling socialist coalition has just introduced legislation in the National State Assembly to effect the change.

The ANCL was incorporated as a private company through the enterprise of the late D. R. Wijewardene, a well-known newspaper magnate. Since then it has been a family concern of the Wijewardenes with more than two-thirds of its subscribed capital of nearly one million dollars being held by Ranjit Wijewardene, the present chairman of the board of directors, his brothers-in-law, Lal Gooneratne, George Gomes, and Esmond Wickremesinghe and their respective spouses. The total number of present shareholders is only thirty-eight. The company publishes 5 daily and 3 Sunday papers.

The proposed legislation, titled The Associated Newspapers of Ceylon Ltd. (Special Provisions) Bill, is intended to effect the following changes:

a. Reduce the present shareholders to ownership of only twenty-five per cent of the total shareholding with no single shareholder owning more than two per cent of the total number of shares;

b. Vest the balance seventy-five per cent of the shares with the Public Trustee, who will from time to time, under the directions of the Prime Minister, sell the shares he holds to members of the public (so defined as to include cooperative societies, trade unions, working journalists and other newspaper employees) until he disposes of the entire shareholding, again on the basis that no single member of the public will hold more than two per cent of the total number of shares;

c. Hand over control of the company to an interim board of directors appointed by the Public Trustee (comprising five members including a present shareholder, a working journalist of the company, and a qualified accountant) on an "appointed date" following Parliamentary approval of the bill; and such control to pass over to a new board of directors elected by the shareholders at their first annual general meeting.

Lose editorial control

The provisions of the bill allow for payment of compensation by the Public Trustee in respect of each share taken over from the present shareholders as of the "appointed date." In matters other than "editorial policy" and "free expression of opinion" relating to the newspapers published by the company, the Public Trustee could issue "general or special directions" to the company's board of directors as long as he holds at least fifty-one per cent of the total number of shares on behalf of the Government.

Addressing a May Day rally, Madame Sirimavo Bandaranaike, the Prime Minister, declared that the bill could be disposed of within a month if it were not challenged in the Constitutional Court. Since Bandaranaike's Sri Lanka Freedom party and her coalition partners of the Lanka Sama Samaja party and the Communist party command a two-thrids majority in the National State Assembly, the passage of the bill is assured barring any constitutional hurdles. Coming in the wake of the Sri Lanka Press Council Act (EDITOR & PUBLISHER, March 31, 1973), the provisions of the new bill, once they become law, will further enhance government authority over the country's mass media system.

Get even measure

Since Sri Lanka's independence, it has been the policy of ANCL to support the United National party, the right-of-center political group which reputedly upholds the local capitalist interests. The 1971 report of the commission appointed by the Bandaranaike Government to "inquire into and report on certain matters affecting the Associated Newspapers of Ceylon Ltd." stated:

. . . As a result of this policy of the newspaper company supporting the United National Party during its periods of rule in this country as well as generally opposing and criticising other Parties during the latter's turns of office, the company fell into disfavour with the Parties opposed to the United National Party . . .

Madame Bandaranaike, during her first period of office as Prime Minister, made an earnest endeavor in October 1964 to take-over ANCL and establish a Newspaper Corporation of Ceylon. The adroit maneuvering by the paper's directorate and the UNP politicians apparently led to Bandaranaike's political setback in 1965 when the UNP was elected to power. When Bandaranaike returned to power in 1970 revenge against the newspaper's directorate was only to be expected. A commission appointed by her government found (in the 1971 report already mentioned) that members of the Lake House board of directors were involved in unlawful transactions involving foreign exchange.

The ANCL (Special Provisions) Bill bars those directors found by the said commission to have been involved in contravening the Exchange Control Act, the Inland Revenue Act, and the Imports and Exports (Control) Act, from being appointed or elected as directors of the Company until February 1974.

•

Rep. Whalen writes book on shield laws

When Congressman Charles W. Whalen Jr., of Ohio, found that the subject of press shield laws and the arguments for and against such legislation had not been compiled in a single volume, he decided to write a book in which the issues and proposed answers would be given comprehensive treatment. So he wrote "YOUR RIGHT TO KNOW," which will be on sale at bookstores on May 28.

Whalen is the author of a qualified shield bill which is one of a dozen or more measures under consideration by a House Judiciary Subcommittee of which Rep. Robert W. Kastenmeier of Wisconsin is chairman. The Whalen bill has more than 70 co-sponsors.

Published by Random House, Whalen's book examines the arguments pro and con, that newsmen, lawyers, journalism professors and other witnesses, including Senators and Congressmen, have advanced at Senate and House hearings. It traces the history of the freedom of the press issue, analyzes the shield laws already enacted by 19 states and underlines the need for federal legislative action "not for journalists' sake but for their readers."



FACES BEHIND THE NPPA PICTURES OF THE YEAR: Front, from left, John Launois, Black Star, World Understanding Award; Donald P. "Chip" Maury, Pacific Stars & Stripes, Military POY; Kurt E. Smith, Lorain (O.) Journal, Newspaper POY; John Metzger, Rochester (N.Y.) Democrat-Chronicle; John Hillery, Decatur (Ill.) Herald-Review. Rear, from left, Maurice Tillman, Louisville Courier-Journal; Robert S. Patton, National Geographic; L. Jean Bennett, Wilmington (Del.) Morning News; Dane Bath, Chicago Tribune; Perry Riddle, Chicago Daily News; Bob Brown, Richmond (Va.) Newspapers; William Kesler, Topeka Capital-Journal; Mike Zerby, Minneapolis Tribune; Brian Lanker, Topeka Capital-Journal. (Photo by John Lopinot)

Classified clinic

By Jim Conner

BUSINESS ONLY DIRECTORY

Ken Williams, classified ad manager at he *Terre Haute* (Ind.) *Tribune* and *Star*, rote recently to tell of a great linage ainer, both in new contracts and contract nes. It is a new service called the "Com- erce & Industry Classified Section" and features land, buildings, equipment, upplies and services for business and in- ustry. The slogan is "Where Business erves Business."

The classification includes new and used ommercial trucks, leasing fleet autos, uto rentals, business and office machinery, ompany hospital equipment and suplies, aintenance supplies and services, com- ercial buildings or land for rent or sale, lant or business security control services r supplies, and many other types of veryday business needs. The section also ncludes individuals who are specialists n their fields.

Saw a need

Ken says, "It was the belief of the ribune-Star Publishing Company that here was a need in the Terre Haute area or an informative and up-to-date direc- ory for businesses and businesses alone. his directory is arranged with the classi- ed headings in alphabetical order and the eadings are generally descriptive of the ype of services, supplies, equipment, land nd buildings offered."

He says, "We're trying to correct an versight in advertising. Most advertising as been directed toward the individual ser or consumer. We feel that commerce nd industry alike have been neglected and or this reason we have established a arketplace in our classified columns that s logical for everyone in business that ells to other businesses, and also a com- ercial market place for the very import- nt used items."

Special rate

The newspaper has a special commercial ate for advertising in this section. They sk advertisers to agree to run at least lines daily for a minimum of 13 weeks.

As an added service to business people n the greater Terre Haute area, the news- aper publishes daily in the new Com- erce and Industry Section a box contain- ng factual information that will be in- ormative and helpful to the business com- unity, such as civic club meetings, etc. he contents of the box are changed eekly. "This has had a definite public elations value for the papers," Ken re- orts.

When this idea first originated to Ken nd his staff they were concerned that it ight affect their Business Guide, a di- ectory of business services beamed to he private individual. He said that their usiness Guide had been running for any years and they didn't want to dis- urb it. However, Ken reports that the ommerce & Industry Classified Section as brought in many new customers that hey might not have obtained otherwise and the Business Guide is still successful in its own right. Also, many of these new customers have been retained on a regular basis and are advertising in other classifications as well.

•

UPI news film pact signed with Paramount

An agreement in principle to establish an electronic television news distribution system in the United States was announced this week by United Press International, British Independent Television News and Paramount Pictures Corporation.

The announcement said seven-day electronic news feeds would start on June 4.

The agreement will bring Paramount Pictures into the world newsfilm partnership of UPI and ITN whose syndicated film services were merged in 1967 under the name of UPITN. It marks a return into newsfilm for Paramount which produced the "Eyes and Ears of the World" for theaters from 1927 to 1957.

News coverage operations will be directed by UPI and ITN. The service presently is received by 98 major networks and stations in 66 countries throughout the world.

In a statement issued by Sir Geoffrey Cox, UPITN Chairman and a Director of ITN, Frank Yablans, President of Paramount, and Roderick W. Beaton, President of UPI, the establishment of a new electronic feed was described as a "major step forward in bringing improved quality news coverage to the American public."

•

Review of pre-trial information ban sought

A statewide meeting of Pennsylvania legal and judicial officials and newsmen to review the recent State Supreme Court's ban on certain pre-trial information was requested by the Pennsylvania Society of Newspaper Editors at its annual meeting in Harrisburg May 12.

A resolution adopted by the editors said the effect of the court ruling "is to deprive the people of Pennsylvania of the right to information of public concern."

Among the restrictions imposed by the high court is a prohibition on police and prosecutors on the release of the suspect's prior criminal record.

The editors also called for strengthening of open meeting and right-to-know laws as well as continuation of strong shield laws.

Marion Hollendonner, *Jeannette* (Pa.) *News Dispatch*, was elected PSNE's new president.

Federal aid is given to train reporters

The National Association of Counties and the S. I. Newhouse School of Public Communications at Syracuse (N.Y.) University have jointly undertaken a program to improve understanding of local environmental problems through the press.

A key objective of the program, financed by a $12,000 grant from the Environmental Protection Administration, is to train a new generation of newspaper reporters to understand and report how the political process interacts with environmental decision-making at the local level.

As a result of the first stage of the program, 12 articles written by students in the Newhouse School's Newspaper Department already have been published in some papers.

They range from an in-depth piece on labor union backlash against the environmental movement to a two-part series on land development and soil erosion.

Newhouse School Professor Cathy Covert, who teaches a public affairs reporting class, directed the project for the School.

The Newhouse School plans to seek continuation of the program, she said, to encourage the flow into the media of young reporters alert to the nature of environmental problems and competent to cover them."

Newspapers that participated in the first part of the program were the *Milwaukee* (Wis.) *Journal*, *Wilmington* (Del.) *News-Journal*, *Cleveland* (Ohio) *Press*, *Harrisburg* (Pa.) *Patriot-News*, *White Plains* (N.Y.) *Reporter-Dispatch*, *Syracuse* (N.Y.) *Herald-Journal*, *Middletown* (N.Y.) *Times Herald-Record*, *Prince George's County* (Md.) *Sentinel*, *Rochester* (N.Y.) *Times-Union*, *Dayton* (Ohio) *News*, *Hagerstown* (Md.) *Herald*, *Montgomery County* (Md.) *Sentinel*, *Binghamton* (N.Y.) *Sun-Bulletin*, *Richmond* (Va.) *Times-Dispatch*, *Pittsburgh* (Pa.) *Press*, *Albany* (N.Y.) *Knickerbocker News*, *New Brunswick* (N.J.) *Home News*, *Buffalo* (N.Y.) *Evening News*, and *Newsday*.

•

Feb. ad revenues were up 9.2%

Daily newspapers' total advertising revenues gained 9.2% in February and the total for the first two months of 1973 increased by 9.3%, according to the Newspaper Advertising Bureau, Inc. This was equal to a $7.3 billion annual rate. February in 1973 had one less day than in 1972 which was leap year.

Largest increase was reported for classified advertising up 18.9% in Feburary and 19.8% for the two months. It is running at a $2.1 billion annual rate.

Retail advertising, the largest category, was up 5.6% in February and 5.4% for the two months. It is running at a $4.1 billion annual rate. National ad revenues gained 3.5% in February and 3.3% in the two months for a $1.1 billion annual rate.

First Amendment is key arbitration issue

The "absolute and unqualified right" of a publisher to decide what he will and will not print is the chief issue in arbitration proceedings by Alfred Aronowitz against the *New York Post*.

Aronowitz, whose column, "Pop Scene," was dropped by the paper last November 20, charged the Post with numerous violations of its contract with the Guild. He also accused the paper of malicious failure to pay him sick leave during an illness incurred since then.

Aronowitz claimed the Post dropped his column in illegal retaliation for his filing a grievance stemming from the paper's refusal to pay his expenses since April, 1970. He had been writing the column under protest since that date.

The Post offered as its defense the right of the publisher to choose what he will and will not print, as implied in the First Amendment. At the initial hearing April 10, Post counsel Sidney Orenstein conceded that the Post may have violated its contract with the Guild—which specifically lists Aronowitz as a "columnist"—but said the contract "in no way affects the right of the publisher to publish what he wants!"

Stephen Fine, attorney for Aronowitz on behalf of the New York Newspaper Guild, said this basic right of publishers' could not be used as a cudgel to wage economic war against an employee. He said the Post is bound by its contract to continue the Aronowitz column.

At the hearing, Post executive editor Paul Sann testified that he dropped the column because he was dissatisfied with its content, delivery, and length, and that it caused "enormous deadline problems." He also said the column "too often veered away" from the music scene and was delinquent in its coverage of current events. He said he felt the issues dealt with in the column were not newsworthy and denied that the column had been a popular feature in the paper. He said he had received 35 letters, but alleged that they were instigated by two local radio disc jockeys, friendly to Aronowitz.

After the hearing, Aronowitz said the Post had threatened him with dropping the column if he filed a grievance. He contended the publisher may not invoke the right of freedom of the press to withhold money from his employees.

At a later hearing May 17, Aronowitz recounted his career in journalism and his background in popular culture. He brushed off Sann's claim that the column was unsatisfactory and accused the paper of "intimidation" against him. Another hearing is scheduled for June 29.

•

Ball St. Award

For its "leadership in the investigative journalism field," the *Washington Post* received the National Journalism Award from the Ball State Univerity Department of Journalism.

Classified Advertising

BENEFIT FROM OUR VAST NEWSPAPER AUDIENCE

FEATURES AVAILABLE

ANTIQUES



Antiques in America

"Antiques in America" is written by Harry Baker, a newspaperman who grew up in the furniture design business, is himself a collector and antiques expert. It is specific, illustrated, practical. His column is respected by professionals but profitable to amateurs and is written with real Yankee humor and literary economy. The Washington Post and the Baltimore Sun are two of the subscribers. For samples and prices write The Providence Journal, Room 416, Providence, R.I. 02902.

DOGS & PETS

OVER 28,000,000 DOG OWNERS, 2 billion dollar annual market. Established Dog Column, now in 81 newspapers, will increase circulation, hypo reader interest, sell ads, promote good will. Samples. Kanine Korner, 1154 North Western Ave., Hollywood, Calif. 90029.

ENERGY CRISIS

A NEWSMAN with years of experience in covering the energy industries writes The Energy Report, a unique weekly feature that examines significant developments in an increasingly important field. For samples and cost, write to: Bill Mullins, The Energy Report, J-2 Oaktree Drive, North Brunswick, N.J. 08902.

GENERAL

GET SMART: "Ask Aunt Madge," 6 questions and answers column. Free samples. Madge, 3757 Macbeth, San Jose, Calif. 95127.

CONTEMPORARY FEATURE SERVICE writes today's articles for today's editors: Future Tense, Changing Woman, Stock Pot, Contemporary Newsfeature of the Week. For now subjects in now style: Contemporary Features, Box 404, Chappaqua, N.Y., 10514. Today.

PSYCHIC PHENOMENA

"THE STRANGE WORLD OF BRAD STEIGER", now in 45 U.S. papers with over 5 million readers. Samples, rates and data on request. Other Dimensions, Box 140, Decorah, Iowa 52101.

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UNUSUAL COLUMN. High reader interest. By car: USA, Canada, Alaska, Europe and Africa, all of it! Trained reporter, experienced traveler concerned with economics, sociology, philosophy, literature, journalism and ecology. Emphasis on people. Write Box 822, Editor & Publisher.

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WINES

ON WINES. Illustrated column feature. Samples. Bill Sonstein, P.O. Box 11278, Elkins Park, Pa. 19117.

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ANNOUNCEMENTS

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NLY WEEKLY in county of 80,000 daily) in Zone 4 seeking one work-ng partner with small amount of capi-al to buy in and help double (and aybe triple) present gross of $35,000. elieve us, it's here! Prefer good ad an; we'll handle editorial content. eply at once to Box 937, Editor & ublisher. This won't last long!

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(Payable with order)

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Count 5 average words per line or 38 characters and/or spaces 3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at $1.00 extra

Do not send irreplaceable clippings, etc. in response to 'help wanted' advertisements until direct request is made for them. E&P cannot be responsible for their return.

"ALL OTHER CLASSIFICATIONS"

(Remittance should accompany classified copy when submitted unless credit has been established.)

4-weeks .....$1.60 per line, per issue
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2-weeks .....$1.80 per line, per issue
1-week .....$1.90 per line.

Count 5 average words per line or 38 characters and/or spaces 3 lines minimum (no abbreviations)

Add 50c per insertion for box service and count as an additional line in your copy.

Air-mail service on box numbers also available at $1.00 extra.

DISPLAY—CLASSIFIED

The use of borders, boldface type, cuts or other decorations, changes your classified ad to display. The rate for display-classified is $3.45 per agate line—$48.30 per column inch minimum space.

WEEKLY CLOSING TIME

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Box numbers, which are mailed each day as they are received, are valid for 1-year.

Editor & Publisher

850 Third Ave., N.Y., N.Y. 10022

(212) 752-7050

ANNOUNCEMENTS

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WANTED FOR COLLECTOR: Antique presses, old wood type, equipment, books on printing, printing memorabilia, etc. P.O. Box 240, Elizabeth, N.J. 07206.

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APPRAISALS FOR ESTATE, TAX, partnership, loan and insurance purposes. Sensible fees. Brochure. M. R. Krehbiel, Box 88, Norton, Kans. 67654.

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ANNOUNCEMENTS

NEWSPAPERS FOR SALE

OFFSET WEEKLY, Zone 6, in West Texas. Gross $65M. (Job shop available.) $25,000 down. Uses central plant. Call (806) 792-8969.

AREA 5 SMALL DAILY — Absentee owner, offset, ideal man/wife or news/ad team. Low down payment, terms if qualified. Box 803, Editor & Publisher.

Rocky Mountain Newspapers
BILL KING ASSOCIATES
2025 Foothills Rd., Golden, Colo. 80401.
(303) 279-6345

SOUTHERN California large profitable long-established weekly. Owner retiring. Box 759, Editor & Publisher.

EXCLUSIVE COUNTY DAILY and weekly, Zone 8. Circulation 3,200, gross $193M, price $237M, buildings $95M, down 29%. DEAN D. SELLERS, broker, 808 N. Miller, Mesa, Ariz. 85203.

SPECIAL INTEREST periodical offered for sale due to personal problem. Young publication needs some money to grow in coastal area of Zone 2. Box 917, Editor & Publisher.

WEEKLY NEWSPAPER

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NORTHERN CALIFORNIA WEEKLY in county seat, starting fifth year, legal adjudication, second class mailer, in foothill gold country. Needs infusion of capital, energy; has basic following. $25,000 including building; could be less if building financed. Not interested in conversation with "no money" buyers. The Independent, 319 Broad St., Nevada City, Calif. 95959. Come and see; don't phone.

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NEWSPAPERS WANTED

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ANNOUNCEMENTS

NEWSPAPERS WANTED

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PERIODICAL SUBSCRIPTIONS

SEMINAR, a Quarterly Review for Journalists by Copley Newspapers. "Seems to be trying hardest to find a middle ground in reference to the old adage that 'nothing is ever right about the newspaper business in the *Columbia Journalism Review* and nothing is ever wrong about it in *Editor & Publisher!*"—Martin S. Hayden, editor, *The Detroit News*. Sample copy free. Special introductory offer, one year (four issues) $2, one-third off regular $3 price. Box 1530-E, La Jolla, Calif. 92037.

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OVER HALF MILLION CIRCULATION MAGAZINE FOR SALE

One of the nation's fastest growing specialty magazines is for sale. Over 500,000 paid subscribers with excellent renewal results, plus improving advertising space sales; and a future that could enable this publication to double within 12 months. Present owners have other business ventures they wish to pursue, and feel this publication would be a greater asset to an organization or group more experienced in the publishing business. Principals only. Write Box 861, Editor & Publisher.

REPS WANTED

WE'D LIKE A NATIONAL REP. We're a specialty publication — football. The only one of its kind with the only team of its kind going for us. We're entering our second year with plans for other cities. The potential is obvious. If interested, please contact: Ed Goss, Advertising Director, Dolphin Digest, 7600 Red Road, Suite 304, Miami, Fla. 33143; (305) 661-3463.

MACHINERY & SUPPLIES

COMPOSING ROOM

2 MODEL D STAR AUTOSETTERS, used only 6 months. Like new condition. Has all safetys. 3 Fairchild light touch perforators (green). Universal Printing Equipment Co., Lyndhurst, N.J. 07071. (201) 438-3744.

GOOD BUYS—offset composition equipment (trade-ins for Compugraphics) from clean plants and proud owners: Justowriters, used Compugraphics, Fototype Compositors, Headliners, Fairchild PTS 2020, Photon 713-5, Linofilm Quick, ATF, Varitypers, etc. National Publishers' Supply Corp., Berlin, Wis. 54923 or 18 W. 22nd, NYC 10010.

JUSTOWRITERS—Large selection of excellent trade-ins, for rent-lease, or for sale easy terms. NAPSCO, Berlin, Wisc., and 18 W 22 N.Y.C. 10010

FOTOSETTER—Very good condition; 14 lenses; Spare parts; 8 Visilite magazines; 8 fonts with pi mats; 36" magazine rack. Three Fotomatics with 8 lenses each; Spare parts; 5 fonts; 4 extra magazines. Clarion Herald Publishing Co., P.O. Box 53247, New Orleans, La. 70053, call (504) 524-3020.

MACHINERY & SUPPLIES

COMPOSING ROOM

THREE LINOFILM PHOTO UNITS each with 18 grid capacity. (Serial numbers 128, 315, and 316). Three Linofilm counting keyboards with 18 width card capacity (Serial numbers 120, 121, and 134). Eighty-eight type grids and width cards for each. Seven spare electronic panels and other related spare parts. Will sell complete individual photo units if desired. This equipment must be sold immediately, therefore, all reasonable offers will be considered. Contact: Purchasing Department, Sentinel Star Company, P.O. Box 2833, Orlando, Florida 32802.

ALL MODELS
Linotypes—Intertypes—Ludlows
PRINTCRAFT REPRESENTATIVES
136 Church St., N.Y.C. (212) 964-1370.

COMPUGRAPHIC 4961 with wire stripper, 8 fonts, very good condition. O.N.E., P.O. Box 226, Norcross, Ga. 30071. (404) 448-6550.

WARREN 2000 COPIER, less than 1 year old and like new. Box 903, Editor & Publisher.

NEW COLD TYPE HARDWARE

Used only 6 weeks, for sale at a discount. Capable of producing type for small newspaper, tabloid, metropolitan or a typehouse, through to paste-up ready for camera. Consists of 2 AM430 keyboards, one AM744 photosetter with 7 lenses, 1 type disc, type size range from 5 to 36 pt., 4 font capacity, 4 K Program logic, 1 AM745 processor, 1 waxer and 5 heavy duty paste-up tables and other equipment. Call Quakertown, Pa., (215) 536-4440 or (215) 967-1384.

WHO NEEDS TURTLES? You do if you don't use jmSpacemakers. 3444 Country Club Dr., Medina, Ohio 44256.

COMPUGRAPHIC MODEL 2961SL. 3 years old. Excellent condition. Call Loren Dyer, The Bulletin, Bend, Ore. 97701. (503) 382-1811.

LINOTYPE MACHINES
Yours for the taking!

Model 18-electric pot
Model 8-electric pot
Model 26-electric pot
Model 14-gas pot

Take one or take all 4 for the price of moving them out. Andy Rockwood, Barrington Press, Inc., 200 James, Barrington, Ill. 60010. Ph. (312) 381-1311.

JUSTOWRITERS — COMPUGRAPHIC All models. Service provided by manufacturer. FHN Business Products, Church Rd., Mt. Laurel, N. J. 08057. (609) 235-7614.

MAILROOM

3-DIDDE GLASER DG 320 Inserting Machines. 3 positions, main and 2 inserting stations.
Call Mr. Bricker, Economist
Newspapers (312) 586-8800

MATERIAL FOR SALE

SAVE MONEY on cold type paper and litho films. National Publishers' Supply (NAPSCO), Berlin, Wis. 54923, phone (414) 361-0660, or 18 W. 22nd, NYC, 10010, phone (212) 691-9850.

MISCELLANEOUS

6 UNIT SCOTT LETTERPRESS . . . 22¾" cutoff . . . 2 double 3-to-2 folders . . . 4 plate wide . . . 96 pages, includes 2 reversible color cylinders or use as color humps. New G.E. press drive (SCR) with 2 new 75hp motors; skip slitter for tabloids; compression lockup/web detectors/59" web; portable color fountains; 208 V with complete stereo equipment; 2 pony autoplates; 3 Sta-Hi formers; 1 Evenray preshrink; 2 curved plate routers, single and double; flat-caster, saw, router, shaver; all in production. Make an offer. Peter P. Rudegeair, Jr., Lebanon Daily News, Lebanon, Pa. 17042. (717) 272-5611.

MACHINERY & SUPPLIES

MISCELLANEOUS

WOOD HEAVY DUTY AUTOPLATE No. 2607, with 22¾" cutoff, used only two years . . . like new.

C. M. KEMP 10 ton electric metal pot with control board . . . oblong. Used only two years.

MAYFRAM plate conveyor.

DYNA-FLEX plate processor, model 1523-9, used very little.

W. Paul Harris, Business Manager, Clearwater (Florida) Sun. Phone (813) 447-6431.

VANDERCOOK REPRO PROOF PRESS, full page, model SP25, only 8 years old — also, first offer takes 400 galleys, other items. Nordmann Printing, 4210 Chippewa St., St. Louis, Mo. 63116. (314) 773-3000.

HANTSCHO-MARK II, 33 x 19¾.

Web Offset Press.

4 perfecting units, 2 infeeds, 2 sets of chills, 2 Buttler pasters, Tec dryer and many extras.

Also Rosback 6 pocket collator, stitchers and trimmer.

New machine guarantee.

Call any time. Polygraphic Equipment, (212) 541-7600.

COMPLETE CONVERSION to Photo Composition and Letterflex leaves surplus Composing Room, Engraving and Stereotype (23⅛" cut off) equipment available about March 1, 1973. Currently operating. Prices negotiable. Contact: L. A. Larson, Purchasing Officer, The Washington Star-News, 2nd and Virginia Ave., S. E., Washington, D. C. 20003. (202) 484-4760.

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2 LINOTYPES with TTS units Model 5 and 31 (Gas) 30 M Liners

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1 ELROD strip caster (Gas) Model K and 7 molds

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1 HAMMOND full page Shaver Model S-8

1 HAMMOND Radial Router Model R-4-B

1 FAIRCHILD Scan-A-Graver (Illustrator)

Contact: Gary Hirt, Bellevue Gazette, Bellevue, Ohio 44811. (419) 483-4190.

NEWSPRINT

ROLLS ALL SIZES—BEHRENS Pulp & Paper Corp., 1896 Westwood Blvd., Los Angeles, Cal. 90025. (213) 474-6525.

PERFORATOR TAPE

NOW STATIC-FREE perf tapes at our same prices—lowest in U.S.A. All colors. Top quality.
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PRESSES & MACHINERY

FAIRCHILD COLOR KING 1 unit, recently rebuilt, excellent condition. Box 779, Editor & Publisher.

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2 SCOTT UNITS, 22¾" page cutoff, 1 unit with Color Cylinder; Scott reels, tension and pasters, installed new 1957, available immediately. Will make good unit additions Scott equipment. Priced to sell, including dismantle, load on trucks for shipment.

COMPLETE CUTTLER HAMMER heavy duty conveyors, all parts, etc., a good buy for Semi-cylindrical single width offset presses.

Write: W-N-M-A, I-N-C
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San Mateo, Calif. 94402

MACHINERY & SUPPLIES

PRESSES & MACHINERY

GOSS MARK I HEADLINER, 4 units, 22¾" cutoff, Uniflow double folder, reels, tension lockup. Used 18 months. Excellent condition. Claremont Press, 315 San Leandro Way, San Francisco, Calif. 94127. (415) 587-2866.

AVAILABLE IMMEDIATELY

Color King Press Model #630

4 units plus—Fairchild built non-stop imprinter—heavy duty Jaw folder—4 floor mounted reel stands with expandable roller chucks—steel overhead roll gantry—50 horse power motor—3 phase—60 cycle—575 volts input—installed new March 1969—excellent printer—Top Condition—equipped for direct printing—with sidelay and Circumferential register—power driven tabloid slitter—2—Balwin water systems—water stops—2 complete sets spare cover rollers—plate bender—Dominion M1 stat controls with supply of spare breakers—contacts and complete set of solid state boards—and full range of spare mechanical parts for press.

$65,000

Contact Mr. Paul Iannuzzi
Daisons Press Limited
50 Snidercroft Road
Concord, Ontario, Canada

Telephone (416) 889-9282

NEWS KING UNIT, 1967, sidelay register, reconditioned.

BALLOON FORMER for Color King folder, good condition, very reasonable.

O.N.E., P.O. Box 226, Norcross, Ga. 30071. Phone (404) 448-6550.

COLE MODEL 101 quarter folder and two knife trimmer with vacuum system for Goss Suburban. Like new, half price. FOLDER, 909 E. 59th St., Los Angeles, (213) 235-3131.

GOSS SUBURBAN 6 unit, new 1969.

GOSS SUBURBAN 3 unit with folder, new 1964. Excellent condition.

GOSS COMMUNITY, 1 unit with folder and drive.

COTTRELL V-15A, 5 units, new 1968, with folder.

COTTRELL 5 unit V-15, excellent condition.

ROYAL ZENITH Zephyr, 2 unit with folder.

FAIRCHILD COLOR KING, new 1969, 4 units with imprinter.

SUBURBAN half and quarter folder.

URBANITE QUARTER FOLDER —Will guarantee, like new. Also COLE Model 106 quarter double parallel folder with cross perforator, new in 1966.

IPEC, Inc.
401 N. Leavitt Street,
Chicago, Illinois 60612
Phone: (312) 738-1200

GOSS COMMUNITY, 3 units, excellent condition, used on 1 shift, 5-day week. Auxiliary equipment with press. F. Dale Ivey, Western Hills Publishing Co., Cinti, Ohio 45711. (513) 661-3200.

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1 UNIT NEWS KING press complete with folder, compressor, hoist. 5 years old, good condition. $19,500. (803) 583-5791.

STEREOTYPE

AVAILABLE AUGUST '74 — Complete Stereo Department including: Nolan 18 ton Pot, Wood Pony 22¾", Tension Plate Automiller, Wood Supermatic 22¾", Sta-Hi Multi-Plex Router, Miscellaneous routers, formers, and mat rollers. All equipment in excellent condition. Can be seen in daily operation. $75,000. Contact:

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St. Petersburg Times
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St. Petersburg, Florida 33731
(813) 894-1111

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1 OR 2 UNIT GOSS COMMUNITY press with folder. Prefer serial number between 300 and 400. Call (401) 724-0200.

TWO 6 or 4 POSITION rollstands for 36" web.

LINOTYPES models 31

INTERTYPES models F-4-4 SM and G-4-4 SM

AUTOPONY Autoplate for tension plates, 22¾" cutoff.

HEAVY DUTY autoshaver.

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(201) 487-7717

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FOR SALE

Pages and pages of it—listed in our special June 9 ANPA/RI Mechanical Conference issue. We know the right people will see these listings, because we're personally putting an issue into the hands of every delegate at the New Orleans convention. Shouldn't your ad be there too?

Call (212) 752-7050 today. Or write Editor & Publisher, Classified Dept., 850 Third Ave., New York, N.Y. 10022.

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NEED MORE HOME DELIVERY?

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Help Wanted...

ACADEMIC

EXPERIENCED NEWSMEN interested in special graduate fellowship. Write Mental Health Mass Communication Program, Kansas State University, Manhattan, Kans. 66506.

MIDWESTERN COLLEGE of 1,000 students seeks Director of Public Relations to assume responsibility for established news bureau, sports information service and general relations program. Should be prepared to edit quarterly magazine within two years. Primary consideration—creativity! Send complete resume to Box 899, Editor and Publisher.

ASSISTANT OR ASSOCIATE professor to teach news reporting, editing and supervise news editorial sequence. Ph plus newspaper work and teaching experience, organizational ability. Dr. Bruce Underwood, Chairman, Journalism Department, Temple University, Philadelphia, Pa. 19122. Phone: (215) 787-8489.

HELP WANTED

ACADEMIC

SSISTANT PROFESSOR for magane sequence primarily, but also to ch public relations and news editorial urses. September 1 appointment. Pre- r PhD or near, teaching experience. lary is competitive. An equal oppority employer. Write to J. A. Del orto, director, School of Journalism, owling Green State University, Bowlg Green, Ohio 43403.

HE CHINESE UNIVERSITY OF ONG KONG—Applications invited for Chair-Professorship in Journalism. equire outstanding academic qualifitions, considerable experience in aching, research and news media. nowledge of Chinese and living exrience in East Asia preferable. Sary U.S. $16,846 per annum or above. so other attractive fringe benefits cluding housing, passages, long leave. nd full resume stating experience d date available to Personnel Sec-n, The Chinese University of Hong ng, Shatin, Hong Kong, B.C.C., fore June 12.

ADMINISTRATIVE

UBLISHER — Strong on sales for 500 circulation weekly at Two Harrs, Minnesota. Good ad market from luth, fishing, hunting. Salary, bonus d expenses. Write Box 98, Skyline llage, Bemidji, Minn. 56601.

TTENTION Advertising Directors, assified Managers, Editors, Circulan Managers and Salesmen: Be your n boss. We are again seeking quali- d people who are capable of manag- g a franchise newspaper of mass turation in the Chicagoland Area. 0,000 minimum investment. Box 924, litor & Publisher.

CIRCULATION

RIZONA TRI-WEEKLY, soon going ily, needs circulation manager with omotion experience. Fast growing ea. Write furnishing details. Don ramer, publisher, Dispatch, Casa rande, Ariz. 85222.

CIRCULATION MANAGER

xperienced person capable of directing or-to-door magazine and free circular me distribution system in Manhattan. familiar with, or able to learn, comter application of census and circuion data. Salary plus interesting inntives. Resume: S. Burzon, Wisdoms ild, 2770 Broadway, New York, N.Y. 025.

RCULATION MANAGER for 65,000 ily and Sunday to work under cirlation director. No bologny artists ed apply. Box 930, Editor & Pubher.

CIRCULATION MANAGER

M controlled weekly seeks dynamic rculator to take complete charge of partment. If you are presently a strict Manager or assistant on a all daily or large weekly, this could your chance to make it. If you are self-starter, not afraid of work or a igh boss, we'd like to have your sume and salary requirements. HE BERGEN NEWS PUBLISHING RP., P.O. Box 130, Palisades Park, J. 07650.

CLASSIFIED ADVERTISING

CLASSIFIED MANAGER

pidly expanding Southern California fternoon daily needs aggressive ssified manager to build staff, line- e and profits. Recent acquisitions of eklies and shopper presents terific opportunity for record breaking ins. Send full resume and earning cords to Box 848, Editor & Publisher.

DISPLAY ADVERTISING

DVERTISING SALESMEN, retail and ssified, for daily newspapers in E&P nes 5, 7 and 8. Send complete type itten resume, references to Inland ily Press Assn., 100 West Monroe, icago, Ill. 60603.

HELP WANTED

DISPLAY ADVERTISING

GROWING TRI-WEEKLY with plans to go daily needs experienced sales person with desire to advance. Send resume, salary requirements to: Advertising Director, The Gaffney Ledger. P.O. Box 670, Gaffney, S.C. 29340. All replies confidential.

OUTSTANDING RETAIL AD MANAGER for major metropolitan daily, Area 5. Top pay, fringes, bright future for energetic leader who can innovate, initiate and motivate. Unique opportunity for proper person. Write Box 870, Editor & Publisher.

"We're Putting It All Together"

. . . and you could be a part of it.

Dynamic growth creates immediate opening for ambitious retail advertising salesman who knows what the "stretch run" on a fast track is all about.

Must be capable of earning five-figure income with one of America's finest 7-day metropolitan newspapers.

You'll be challenged and rewarded; the opportunity for additional responsibilities and growth is excellent.

Send comprehensive resume to John W. Roell, Retail Advertising Manager, The Tampa Tribune and Times, P. O. Box 191, Tampa, Florida 33601.

ADVERTISING SALESMAN with ability to write some news. Experience on free circulation helpful. Should reach 5 figure salary in 6 months. Job open now. Send references to Box 740, Editor & Publisher.

NORTHERN ILLINOIS suburban newspaper group seeks advertising representative to make calls at major retail chain store headquarters and cover general advertising accounts in Chicago area. Starting salary range: $14-15,000. Excellent fringes. Send complete resume, references. Box 847, Editor & Publisher.

DISPLAY SALESMAN for fast growing Southern California daily. Ideal location for secure future with advancement. Excellent salary and commission plus car allowance and fringes. Send resume to Ad Manager, Daily News, Camarillo, Calif. 93010.

I'LL GIVE YOU AUTHORITY to run your display ad territory the way that will give you maximum earnings . . . to vie for the ad manager's job . . . to grow fast with the Midwest's biggest suburban chain. Man or woman with minimum 2 years experience and real drive will be considered. Mr. Hirsch, LERNER NEWSPAPERS, 7519 N. Ashland, Chicago, Ill. 60626. (312) 432-9090.

EXPANDING weekly chain needs 2 outstanding salesmen. Paying top commission. M. Thiele (317) 759-7763. (No collect calls.)

ADVERTISING REPRESENTATIVE who can assume a managerial position; a motivator; an experienced salesman who can take charge in a human way. Zone 2. Box 920, Editor & Publisher.

MIDWEST DAILY with 30,000 circulation needs Assistant Advertising Director. Our Advertising Director will be moving to General Manager's position with one of our papers in the next year. We need an enthusiastic replacement who can learn the job in short order. We want someone who is hungry with less than 5 years sales experience. $18,000 plus to start. Advertising Director job pays $24,000 plus. Send resume to Box 808, Editor & Publisher.

ADVERTISING pays in Editor & Publisher! Call us today at (212) 752-7050 and see how quickly we can fill a job opening for you.

HELP WANTED

DISPLAY ADVERTISING

WE NEED a sharp business manager/ad sales instructor beginning September 1 to work with our 7M weekly student newspaper. Duties include working with students in planning and selling ads in a market that has been relatively untapped. Minimum 2 years ad sales experience and BA in Advertising. $10,000-$12,000 starting salary. Resume to Joe Lewels, Chairman, Journalism Dept., University of Texas at El Paso, El Paso, Texas 79968.

AD SALESMAN WANTED for 19,000 circulation newspaper in attractive community of many varied advantages. Prefer college graduate, but others considered. New offset plant, attractive fringe benefits. Salary open. Apply to Jerry Mayes, Daily News, P.O. Box 929, Bowling Green, Ky. 42101.

HIGHEST COMMISSION offered by 20M weekly. Expanding area with 2,300 potential accounts not yet contacted. NEWS, Box 205, Yorktown, Ind. 47396.

AD MANAGER—Northern New England needs you if you have good track record of display ad sales, retail promotions and managing a small sales team (4-5). Get in on the growth! Excellent salary plus bonus. Future opportunities in chain. Great outdoors recreation. Full resume and earning records to Box 929, Editor & Publisher.

EDITORIAL

KEY REPORTING AND EDITING spots on Tennessee's fastest growing paper available in June. Prefer a couple of years experience but the exceptional J-grad might qualify. We're adding manpower in news-investigative field, sports and layout. Show us what you've done and what you want to do. Consistent prize winner, 37,000 daily in lake and mountain region. Write W. N. Roesgen, Editor, Kingsport (Tenn.) Times-News.

SUBURBAN WEEKLY PUBLISHER

One of the U.S.'s largest and most respected newspaper groups is expanding in the suburban weekly field.

We are seeking top manager-editors who know both the business and editorial sides of suburban newspapering.

In addition, they must have the ability and aptitude to exert responsible leadership of the staff and in the community.

Liberal salary, other benefits.

Send resume to Box 887, Editor & Publisher.

AREA 7 DAILY has opening for second person on news staff. Must have camera knowledge. Tell all in resume to Keith Kemper, Publisher, Times-Herald, Alliance, Neb. 69301.

REPORTERS, DESKMEN for daily newspapers in E&P Zones 5, 7 and 8. Experienced or qualified beginners. Send complete typewritten resume, references to Inland Daily Press Assn., 100 West Monroe, Chicago, Ill. 60603.

FOOD EDITOR/WRITER

A leading Zone 5 metropolitan daily-Sunday seeks food editor or writer. Desire experienced person preferably with degree in home economics-journalism with orientation toward foods. Write Box 727, Editor & Publisher.

STRONG ON LAYOUT? Public Relations and Publications Department of one of the nation's largest labor unions seeks experienced, qualified man or woman to handle layouts of newspaper, magazine pages and brochures in addition to writing assignments. Labor background helpful but not a must. Top pay and benefits; union shop. Zone 5. Send resume to Box 850, Editor & Publisher. An Equal Opportunity Employer.

HELP WANTED

EDITORIAL

17,000 CIRCULATION DAILY in Zone 3 has opening for Sunday editor. Salary negotiable. Full resume requested. Box 859, Editor & Publisher.

UNIQUE COPY READING OPPORTUNITY

Our editorial editor needs a creative copy reader to help handle the editing of editorials, in-depth features, legislative reporting and special interpretive news projects done by staff or 5 editorial writers. There is some work with syndicated copy as well.

The staff of editorial writers serves 6 down-state Illinois dailies with a combined circulation of 175,000.

Salary and benefits excellent. Send resume listing qualifications and salary desired to George B. Irish, Lindsay-Schaub Newspapers, P.O. Box 789, Decatur, Ill. 62525.

AGGRESSIVE ZONE 5 20M daily seeks a police reporter who knows how to go beyond the blotter. We're in a high crime area near a big city and we report crimes and accidents, but we want to do a lot more too. If you think you can humanize 3 local Police Departments and examine the challenges facing law enforcement officials, send resume and clips to Box 864, Editor & Publisher.

SOUTH FLORIDA

Award-winning women's feature section needs assistant women's editor to help stimulate staff of 6. Applicant must be an experienced journalist with editing and layout ability. Send resume and sample copies of work to Box 900, Editor & Publisher.

SPORTS EDITOR—Medium PM Zone 5 daily. Excellent situation with advancement potential for person with leadership and flair for words and layout. Box 873, Editor & Publisher.

INVESTIGATIVE REPORTER for 60,000 PM daily, experienced, thorough, hard working. Area 2. Box 891, Editor & Publisher.

FACULTY ADVISOR sought for professional university newspaper, The Ohio State Lantern. We want an experienced newsman with sufficient diplomacy to exercise reasonable but firm leadership for this 5-day, 40,000 circulation operation. Editorial responsibility only. Opportunity for teaching and graduate study. Salary negotiable based on experience. Equal opportunity employer. Write: Dr. William E. Hall, Director, School of Journalism, Ohio State University, Columbus, Ohio 43210.

COPY EDITOR

Do you have 1 or more years of copy desk experience? Are you able to edit copy sharply, write accurate and lively heads and layout pages?

If you answered "yes" to those questions, we have an opportunity for you on our 19,000 circulation, 6-afternoon offset paper. We are located in a friendly city of 35,000 in a rapidly growing area.

Salary commensurate with your ability, plus excellent company paid benefits.

If you'd like to come and grow with one of the Southeast's most progressive newspapers, please contact Jack Hildebrand, Evening Herald, P.O. Box 11707, Rock Hill, S.C. 29730. Phone (803) 327-7161.

WE'RE LOOKING for the best feature writers in America. Top craftsmen who can touch the reader's soul. Writers who can evoke emotions . . . move people to smile and cry. You'll start at around $20,000 on this tough, demanding job. Send brief resume and samples of your best work. Don't phone. A try-out will be required. Roger Langley, Assistant Editor, NATIONAL ENQUIRER, 600 South East Coast Avenue, Lantana, Florida 33462.

HELP WANTED

EDITORIAL

WORK YOUR WAY to weekly ownership in Zone 2. For details and sample copies, Box 905, Editor & Publisher.

CITY EDITOR

Evening-Sunday daily of 37,000 circulation seeks aggressive city editor. Growing area in Portland metropolitan region. Staff of 13 reporters plus photographers. Prefer person with previous city desk experience. Send resume to Kenneth Rystrom, managing editor, The Columbian, Vancouver, Wash. 98660.

SWISS-AMERICAN newspaper weekly, English-German, edit and manage paper, parttime possible, German knowledge desirable, not necessary. Box 895, Editor & Publisher.

OPENINGS FOR sports editor and news editor in growing Southwest daily and weekly chain. Good opportunity for experienced persons. Write Box 901, Editor & Publisher.

EDITORIAL PAGE

Independent, progressive, opinionated, Pulitzer Prize winning Southern California newspaper requires editorial writer who is more than just another editorial writer. Demonstrated ability to produce essential; potential for additional responsibilities, too. Full details, samples, first letter. Norman A. Cherniss, Executive Editor, The Press Enterprise Co., Box 792, Riverside, Calif. 92502.

CORRESPONDENT (editorial) required for Hospital Journal of Australia. Write Everett Grant Pty. Ltd., P.O. Box 113, Earlwood NSW 2206, Australia.

PHOTOJOURNALIST — Immediate opening for balanced producer. Contact Robert J. Sievers, The Catholic Review, 801 Cathedral St., Baltimore, Md. 21203 with resume and motivating reasons.

THOUGHTFUL EDITOR - WRITER, economics and government fiscal affairs background, some radio-TV helpful, for national non-profit research organization. Good pay and benefits. Zone 2. Box 893, Editor & Publisher.

METROPOLITAN EDITOR

We're looking for an experienced, aggressive city editor type to re-organize and direct the urban and regional desks of a growing 58,000 circulation Middle Atlantic PM. Excellent opportunity to become a key member of a vigorous new editing team. Complete resume and representative samples of your paper to Box 932, Editor & Publisher.

CAPABLE REPORTER for modern alert newspaper in attractive growing city of 8,500. Excellent opportunity, good pay, financial advancement. Top benefits including hospitalization and surgical insurance, all company paid major life insurance and pension plans, pay when sick. Details to James Barbieri, News-Banner, Bluffton, Ind. 46714.

SPORTS REPORTER for award winning South Carolina semi-weekly. Send complete details, including snapshot. Equal opportunity employer. Recent J-school grad acceptable. Box 898, Editor & Publisher.

FREE PLACEMENT SERVICE

Daily Newspapers

Send us your resumé: we will duplicate and refer it on current job openings. Full range of editorial, advertising, circulation and back shop jobs usually available.

New England Daily Newspaper Assn.
340 Main St., Room 527
Worcester, Mass. 01608

HELP WANTED

EDITORIAL

ASSOCIATE EDITOR—Unusual opportunity for skilled journalist on nation's leading Black business magazine. Convenient Mid-Manhattan location. Salary negotiable. Resumes will be held in confidence. Mail to Black Enterprise, Personnel Dept., 295 Madison Ave., New York, N. Y. 10017.

SPORTS EDITOR opportunity in Zone 9. Circulation over 25,000 daily and Sunday. Broad coverage locally, fine community, growing region, no smog, lots of recreation opportunities, interview and moving expense. All replies confidential. Write Box 897, Editor & Publisher.

FREELANCE

WRITERS—I am seeking freelance articles about 2,000 words with photos or art, about travel, the oil field, the Old West, or about any other topic. We pay up to 10¢ a word depending on quality. Kit van Cleave, P.O. Box 1675, Houston, Texas 77001.

WE NEED GOOD PHOTOS

Major manufacturer of aircraft in world-wide use is always in market for top quality black and white and color photos of its products in various applications. Also updating our list of writer/photographers in all geographical areas for possible assignments. For details, samples of what we want, write to: Box 863, Editor & Publisher.

"FREELANCER'S TAX MANUAL" explains tax savings, overlooked deductions. Saves you money. Inexpensive. Write Photojournalist, 7318 Lugary, Houston, Texas 77036.

LAYOUT/PASTE-UP

PRODUCTION LAYOUT ARTIST, experienced in producing camera-ready advertising layouts in volume with cold type and repro mat services. Fine working conditions and benefits. Call Mr. Signer, (813) 688-8508 or write 913 S. Florida Ave., Lakeland, Fla. 33803.

MISCELLANEOUS

OPENINGS IN PENNSYLVANIA. All types. Write Pennsylvania Newspaper Publishers' Association, 2717 North Front St., Harrisburg, Pa. 17110.

PRESSROOM

WANTED — Combination man for 8 unit Goss Headliner. Air conditioned plant, good fringes and scale. Send resume to Joe Muldowney, Press Foreman, The News-Sun, 100 Madison St., Waukegan, Ill. 60085. (312) 689-7000.

PRESSMAN for morning daily in Zone 5. If you can afford to start at $13,000+ per year for a 40-hour week, we need you. Tremendous future if qualified. Send resume to Box 896, Editor & Publisher.

PRODUCTION

COMPOSING ROOM SUPERINTENDENT for California paper. Must be skilled personnel manager, know computers, cold type and photocomposing equipment. Medium size operation calls for manager with 10 to 15 years experience. New plant, excellent opportunity. Can interview at New Orleans ANPA mechanical conference. Rush resume detailing experience and training in confidence to Box 894, Editor & Publisher.

PRODUCTION ENGINEER

A Zone 5 daily with a circulation of about 40,000 has a unique opportunity for a production engineer. Let us hear from you in confidence. Box 834, Editor & Publisher

PHOTOTYPESETTING MANAGER capable of markup, layout, production. Zone 2 location. Knowledge of computer helpful. State experience, references, salary requirments. Replies confidential. Box 767, Editor & Publisher.

HELP WANTED

PRODUCTION

HOT METAL PRINTERS, stereotypers and 1 engraver. Journeymen only will be considered. 6-day evening publication. Open shop, Zone 5. Send resume to Box 904, Editor & Publisher.

WANTED

PHOTON TECHNICIAN

Experience with 561 and Pacesetters necessary. Good working conditions — pay commensurate with ability. Excellent fringe benefits. Contact R. R. Norris - Lubbock Avalanche-Journal, Lubbock, Texas, Area Code 806-763-4343.

COMPOSING ROOM FOREMAN for a leading medium size daily and Sunday newspaper, Zone 5. Must know photocomposition operation, be able to organize work flow, manage people and production facilities to achieve cost efficiency and product quality. Knowledge of ITU law necessary. Excellent working and living conditions. Reply fully including personal statistics, experience, present salary, your approach to the job. Box 926, Editor & Publisher.

HELP WANTED

PUBLIC RELATIONS

TALENTED WRITER with new media background needed by large Upstate New York manufacturer for solid spot on News Bureau. Technical experience helpful but not essential; applicant must be willing and able to learn. Job involves press relations, development of publicity programs and dissemination of news. Equal opportunity employer. Send resume, writing samples to Box 826, Editor & Publisher.

PUBLIC RELATIONS WRITER—Minimum 3-4 years experience. Good personality. For agency specializing in food and agriculture accounts. Send resume. Box 918, Editor & Publisher.

SALES REPRESENTATIVES

REGIONAL
SALES REPRESENTATIVE

Major newspaper feature syndicate and supplier of exclusive reader publications and other creative newspaper services has fine career opportunity for aggressive sales-minded person, free to travel a limited territory. Editorial, advertising or selling experience desirable. Salary, commission, plus travel expenses in company-furnished car. Training program tailored to personal needs. Send resume and references to Box 888, Editor & Publisher.

Positions Wanted...

ADMINISTRATIVE

GENERAL MANAGER, Advertising Director — 27 years employed by single group of newspapers and progressed through all phases of advertising, business, administration — up to and including General Manager. Anxious to locate with independent, locally owned, medium sized newspaper Zone 5. Box 869, Editor & Publisher.

AD MANAGER—All departments, all size competitive papers. Young, aggressive, successful. Resume. Box 791, Editor & Publisher.

BUSINESS OR GENERAL MANAGER of medium sized daily. 14 years experience business manager in all phases of small offset daily. Familiar with letterpress. Helped convert letterpress to cold type offset plant. Prefer Zones 8 or 9, will consider others. Resume, references. Available on short notice. Box 839, Editor & Publisher.

GENERAL MANAGER—Business Manager candidate. Solid familiarity in all phases of newspaper management. Candidate seeking greater opportunity and broader management responsibility. Young, aggressive, good administrator, experienced in planning and budgeting, advertising, circulation, labor relations, production and computer concepts. MBA nearly completed. Outstanding record in 40,000 to 50,000 circulation dailies. Box 906, Editor & Publisher.

GENERAL MANAGER/AD DIRECTOR. At 31, experience includes management of 19M daily, ad agency, newspaper ad sales and teaching university course in advertising design and sales. Box 915, Editor & Publisher.

CIRCULATION

PRESENTLY EMPLOYED Circulation Manager with ABC daily and Sunday desires to relocate. 20 years experience with 2 newspapers. BS degree, excel in promotion and collection. Request resume. Box 773, Editor & Publisher.

AMBITIOUS, YOUNG (30) Circulation Director seeks challenging position on medium size paper. Excellent record includes 15% gain in circulation during past year despite price increase. Prefer the South. If you want results, write Box 907, Editor & Publisher.

CLASSIFIED ADVERTISING

WANT TO GREATLY INCREASE your classified volume? 12 years classified management, 3 years retail and promotion manager, 15-250,000, offset and letterpress. Strong on co-op, credit and phone sales. Seek management position. Areas 8, 7, 6, 5. Box 874, Editor & Publisher.

DISPLAY ADVERTISING

SUCCESSFUL YOUNG ad manager of small daily desires change of climate. Profit oriented and promotion minded. Prefer Pacific Northwest. Box 924, Editor & Publisher.

GIRL FRIDAY, VASSAR '73, ACCURATE TYPIST. BOX 872, EDITOR PUBLISHER.

WEEKLY ADVERTISING MANAGER strong on sales, promotion, layout wants opportunity with small city daily. Box 927, Editor & Publisher.

RETAIL ADVERTISING
DIRECTOR/MANAGER OR
NATIONAL COOP AD DIRECTOR

Experience, 20 years retail sales and promotion with Midwest daily and Sunday 400,000 circulation, 2 years working with National Coop Program. Age 43. Box 796, Editor & Publisher.

20-YEAR VETERAN seeks advertising management relocation in West. Excellent record. 46, married, dependable. Box 860, Editor & Publisher.

EDITORIAL

MY GRANDFATHER and father-in-law have never been president of the United States, but I can offer 9 years of sports writing experience. On metros with available major college pro or horse beats need answer. Box 886, Editor & Publisher.

NEWS OR PR — Excellent copy editor, writer, all phases PR; 10 years PR, 15 news. Box 885, Editor & Publisher.

AWARD WINNING REPORTER, years experience, wants challenge. Top national references, solid clips, major fellowship winner. Prefer large metro but will respond to all replies. Box 938, Editor & Publisher.

Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

EDITORIAL

AKE-CHARGE editor, 35, with first-te credentials, wants serious re-onsibility in upper New England or utheast Canada. Now with national wsweekly, good administrator, pre-ier writer and mature family man eking change of scene. Magazines, wspaper editorial page or PR. Am-tious. Box 854, Editor & Publisher.

ONSCIENTIOUS PRO with solid ex-rience in all phases including man-ging editor and editorial writer seeks . 1 or 2 spot on small to medium ily Zones 5 or 9. Family man, 36, ady to put 16 years of know-how to ork for you. Call (213) 457-2175.

Y CHILDREN ARE being short-anged in their education. Sports-riter, 40, must make move for sake 2 sons. Have covered police, city ll, courthouse, but prefer sports. an handle desk, camera. 9 years with esent paper. Prefer West Coast. Box 2, Editor & Publisher.

EDICATED, award-winning newspa-r and magazine editor/writer, 45, arns for honest challenge with crea-e publisher. Box 934, Editor & Pub-her.

OPYGIRL — Vassar '73 with accu-te spelling, sound grammar, some hool publications experience. Box 0, Vassar College, Poughkeepsie, Y. 12601.

NERGETIC, RESPONSIBLE assist-t women's editor ready to move up. esire relocation any Zone. More than years experience. Resume, writing mples and page layouts available. peccable references. Box 882, Editor Publisher.

P FROM THE RANKS, editorial riter for defunct major daily, with -depth writing, editing skills, seeks rt-time or full-time position in New ork-New Jersey area. Box 878, Editor Publisher.

AGER BEGINNING REPORTER, 4 ars experience on college weekly; co-itor, 1972. June '73 grad, BA in ociology. Looking for that first job journalism. Male, single, 23. Ref-ences, resume upon request. Box 871, litor & Publisher.

ERSATILE, hard-working writer ants to expand part-time into full-ne writing career. MA in literature; riting background solid in arts, re-ion, sports, education. Will relocate om Zone 3. Box 787, Editor & Pub-her.

OUNG FILM CRITIC, on metro-olitan daily, wants to move up. Witty, rect and not-too-esoteric. Clippings d resume available. Box 868, Editor Publisher.

ADCLIFFE '72 seeks first reporting b — government major — photog-pher for college paper — Prefer ne 1 but will go anywhere. Box 4. Editor & Publisher.

DITOR — Seeking editorship of edium size daily or large weekly wspaper. Seasoned professional, but ceptive to trends which make to-y's newspaper vital to readers and allenging to reporters. Solid growth cord. Top references. Prefer New rsey, Delaware, Maryland. Box 827, litor & Publisher.

OLITICAL SCIENTIST, young col-ge teacher, wants to become reporter. me news media experience. Strong research, languages. Zones 1 and Box 865, Editor & Publisher.

OMEN'S EDITOR of one of the untry's largest seeks new challenge ng with change of scene. Consistent ize-winner for writing, headlines, akeup. Solid newspaper background; ung enough to keep pages lively; old ough to do it wisely. Box 855, Editor Publisher.

EDITORIAL

COPY EDITOR wants to work for daily that likes clean, sharp copy and bright heads. No TTS. Newspaper Fund editing intern; student news-paper editor; freelance and other clips; magna cum J-graduate, May. Box 856, Editor & Publisher.

ENERGETIC, RESOURCEFUL and responsible Temple University gradu-ate, BS Journalism, seeking Zone 2 position in September. Box 853, Editor & Publisher.

READY-MADE NEWSPAPER STAFF, young but with aggregate 50 years ex-perience, seeks opportunity to produce existing or new publication. Turnkey venture offers Managing Editor, sports editor, photographer and contributing editor experienced in all phases of newsgathering and production. Adver-tising personnel also possibility. Avail-able immediately. Price negotiable. Now located in Zone 1. Call (617) 877-6792 or write Box 817, Editor & Publisher.

BA JOURNALISM, June '73. Some experience on New York City daily. Sports or general reporting, any Zone. Available July. Box 819, Editor & Publisher.

HARD WORKING bright young man with 2 years Capitol Hill writing ex-perience seeks news writing position. International relations background, fluent German. Willing to relocate. Top references. Box 806, Editor & Publisher.

SARAH LAWRENCE STUDENT needs her first job in a newspaper or maga-zine on a part-time 3-4 days per week basis. Excellent writer, typist, consci-entious. Zone 2. P.O. Box 435, F.D.R. Station, New York, N.Y. 10022.

EXPERIENCED any desk. Desire job with small or medium daily in Penn-sylvania, Ohio or Kentucky. Write Box 910, Editor & Publisher.

WRITER, 29, with 7 years in-depth editorial and advertising experience, seeks desk position. Past editorial as-signments include copy editor, city edi-tor, news editor, columnist. Extensive layout and editing background. BSJ degree, family, now employed in Zone 5. Write Box 902, Editor & Publisher.

FEATURES WRITER-EDITOR seeks job making use of his abilities, versa-tility, experience. Skilled at editing, ideating, writing, layout. Has ambi-tion, common sense, aggressive curios-ity. Present employer gets month's no-tice. Box 908, Editor & Publisher.

UPI NEWSMAN seeking newspaper editorial/photo position anywhere. 1 year news desk experience. Degrees English, Photography. 25, single. Box 909. Editor & Publisher.

19 YEARS EXPERIENCE—All phases of reporting including sports; copy desk, wire editor and managing editor of small daily. Journalism grad. Con-sider any phase. Box 911, Editor & Publisher.

MOVING TO CALIFORNIA. Profes-sional editor/writer, 31, seeks challeng-ing position. 8 years solid experience in magazine, newspaper and book pub-lishing. Achievement oriented, creative, meticulous. Describe opening, request resume. Box 912, Editor & Publisher.

EX-COLLEGE FOOTBALLER and J-Grad seeks employment as sportswriter on daily newspaper. Prior experience on daily. College experience with school paper and athletic publicity depart-ment. Age 24, married. Reply to 1938 Westwood Northern Blvd., Apt. 10, Cincinnati, Ohio 45225.

BORED—Employed but seeking travel, challenge. 10 year pro, 6 metro plus small daily, weekly. Solid writer, edi-tor, photographer, sports, news side. Magazine credits. Strong on features. Steady, sober, pressure no problem. Will take right PR job. Box 921, Editor & Publisher.

EDITORIAL

EXPERIENCED sports-news editor, phone ad solicitor, desires job on Ohio or Pennsylvania weekly. Write Box 923, Editor & Publisher.

REPORTER/CARTOONIST — I'm 27, married, with a BA in Journalism and more than 3 years experience reporting. Now writing for a daily, I'm selling cartoons freelance while looking for a place to use both: words (general re-porting, features) and cartoons (light illustration, panels, anything). Sam-ples. Box 913, Editor & Publisher.

COLUMBIA UNIVERSITY Summer Program for Members of Minority Groups, J-degree, general assignment reporting experience on daily and week-ly, some camera experience, 23, single. Box 922, Editor & Publisher.

SPORTSWRITER — First-class talent lured to present position by phony promises. Want honest, straight-shoot-ing employer who appreciates good work. Box 916, Editor & Publisher.

MADMAN-CRITIC who writes with a machine-gun muffled by a silk handker-chief needs a managing editor with a sense of humor. Reader reaction guar-anteed. (9:1 positive). Fired because I wouldn't write with a b-b gun. Knowl-edgeable all arts, do editorials that paralyze ad managers. You must cir-culate minimum 100,000 and not get too nervous. Trilingual, thorough, 38, family. Box 914, Editor & Publisher.

FREELANCE

VERSATILE, PROLIFIC, established wide-angle feature writer (scientific monographs to sex books, celebrity features to children's tales), photogra-pher and pilot, leaving for extended around-the-world trip June 15th to Africa, Europe, Asia, Australia, Middle and Far East, can handle any assign-ment, freelance, fee or whatever. Lee Witten, 1605 Ivar, Hollywood, Calif. 90028 (213) 461-3094.

HAWAIIAN SPICE for your publica-tion? Honolulu writer offers spot news, features, fillers. Box 933, Editor & Publisher.

PHOTOGRAPHY

RECENT BA, 27, quality conscious, mature; experienced; seek photography position on your newspaper or maga-zine. Roger Nye, Box 316, Durango, Colo. 81301.

YOUNG ENGLISH PHOTOGRAPHER — 6 years newspaper/agency/com-mercial experience seeks position in U.S.A. or Canada. Write George Crane, "Bloxworth". Store Hill, Bermuda.

PHOTOGRAPHY

PHOTOJOURNALIST seeks job as photographer or reporter. Chinese American, Vietnam Veteran. 25, single, BA Journalism. Box 890, Editor & Publisher.

PRESSROOM

WEB OFFSET PRESSMAN—3 years on Goss Unitube, 4 years on Goss Urban-ite, could handle Suburban or Com-munity. Experience in camera, strip-ping, platemaking. Seeking position with small daily under 10,000. Prefer ground floor offset change over. Prefer Indiana or Florida, consider all. Single, 27, dependable, conscientious, refer-ences. J. S. Marks, 1042 Columbus St., Wabash, Ind. 46992.

PRODUCTION

QUALIFICATIONS: Mail, stereo, press, engraving and composing (hot and cold). 15 years managerial with 2 papers. Excellent references. Available for confidential interview at ANPA convention, New Orleans, June 10. Box 849, Editor & Publisher.

PRODUCTION MANAGER Circula-tion Group 10, 23 years experience newspaper production. Budget fore-casting and effective cost controls. Computer and electronic peripheral de-vices in application to photocomposi-tion. Box 774, Editor & Publisher.

I AM SEEKING a position as foreman or assistant foreman of press crew. Know all phases Urbanite and willing to learn other presses. Some back-ground offset composition, including Photons. Available in mid-June or July. Minimum $10,500. Write Box 875, Editor & Publisher.

PRODUCTION MANAGER of one of Southwest's largest AM and PM news-papers wishes to relocate to Zone 9. Active in 6 photo-comp conversions from 8,000 to 90,000 utilizing com-puters, scanners and editing terminals. Available for interviews during ANPA/RI in New Orleans. Confidences re-spected. Box 877, Editor & Publisher.

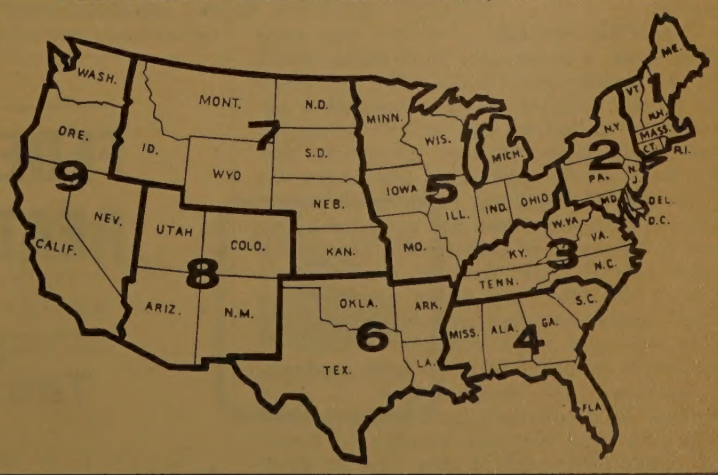
PUBLIC RELATIONS

PUBLIC RELATIONS position sought, 1972 graduate, BS, age 27, married, 1 child, veteran. Salary open. Prefer Zone 1 or 6. Box 825, Editor & Publisher.

10 YEARS general public relations ex-perience (government, press and com-munity relations, public speaking, news releases) frosts a cake of news re-porting and feature writing/editing. Will relocate. Will travel. Box 928, Editor & Publisher.

E&P Employment Zone Chart

Use zone number to indicate location without specific identification



Editorial workshop By Roy H. Copperud

Rejiggering

Copyreaders, those at least who actually read copy with attention and with a desire to improve it, are sometimes walking a tightrope. They are torn between an impulse to make changes and thus, they think, justify their existence, and the inclination to let well enough alone.

Some of them cannot understand that they are doing their job and earning their pay just as much by refraining from tampering with what does not need to be changed as by improving the improvable. And some copy editors suffer from delusions of grandeur, or it may be megalomania, that make them assume no mere writer could know as much about writing as the person who has been assigned to go over the writer's work.

Many years of looking closely into such matters, and experience as a consultant to newspapers and other publications on writing and editing, have shown me that a good many of the errors that appear in print have been *introduced* by officious copyreaders, and would never have appeared but for their copy-picking pencils.

The urge to change what does not need correction is pervasive enough so that on the *New York Times* it has been given a name as if it were a disease, which I guess in fact it is. On the *Times* it is called "itchy pencil."

Hurts morale

I sometimes think of change for the sake of change alone, or for ignorant or otherwise unsound reasons, as rejiggering. Both factual and grammatical errors can easily be introduced by the kind of editor, usually an old-womanish sort, who is prone to rejiggering. Even more serious is the damage to the writer's morale, if he comes to feel that everything he writes is going to be officiously fiddled with.

There are excellent writers who do not make good copy editors because they can see only one way of saying a thing—their own way. Yet it is obvious that a story can be well written in as many ways as there are good writers, each with his own manner of expression. The competent copy editor knows this and restrains himself out of respect for the individuality of the writer.

Incredibly enough, a writer was once fired from a newspaper that prides itself on the quality of its prose, after ten years of service with no previous complaint, because he called to the editor's attention some bulls that had been introduced into his work on the desk. This illustrated the principle, of which not everyone is aware, that editors sometimes are exceeded by no one in delusions of omniscience concerning their line of work. And, as might be expected the less they know about it the more resistant they are to instruction. The wise and truly competent editor, of course, is prepared to learn from anybody.

Speaking of megalomania, I once worked on a copydesk including a denizen who possessed the sour, embittered frame of mind that years of this kind of work sometimes engender. Now and then a music review was turned over to him, as it was, by chance, to all of us. We could always tell when this character was copyreading a music review because his work would be accompanied by a more or less distinct oral counterpoint, to this effect: "Goddam longhairs. Goddam longhairs." (This was in an era, I should add, when long hair was associated only with classical music.)

Well, the enemy of longhairs would rip and slash as he went along until the review bore little resemblance to its original form, though the critic was both a good and a careful writer. Regrettably, the copyreader knew as much about music as he did about Bessarabian ethnology, which was very little. The critic had gotten used to his destructive antics, and would watch for the proof to come down. Whereupon he would restore the review to its original form, to the accompaniment of much unnecessary resetting. Did the news editor, who knew what was going on in the rim, at least, ever arrive at the conclusion that it might be best to keep the reviews away from Jack the Ripper? I'll let you guess.

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Chicago papers adopt paid nuptial notices

Leo Newcombe, vicepresident und general manager of the *Chicago Daily News* and *Chicago Sun-Times*, has announced that wedding and engagement notices will appear as paid announcements in the Every-week section of the weekend Daily News beginning immediately.

Newcombe observed that the new policy, which is in line with that used by a number of newspapers, seems "to be the only fair way to allocate space." He said in announcing the change: "The Field newspapers over the years have published such announcements without charge as a public service. With the increase in the number of weddings in Cook County alone from 47,730 in 1965 to 53,404 in 1972, the number of notices received by our newspaper has been more than it is possible for us to choose among and publish."

Editor lists ways to reduce makeovers

Taking issue with the president a general manager of the Evansville Prin ing Corporation, Mike Grehl, preside and editor of the *Evansville* (Ind.) *Pre* (Scripps-Howard), said several ste would be necessary to eliminate makeov pages in the Evansville newspapers.

Jack Caldwell, who heads up the prin ing corporation that publishes the Pre (evening), *Courier* (morning) and t *Sunday Courier & Press*, had told a bus ness management seminar at the ANP (E&P, April 28) that savings in plast pattern plates would be more substanti if the three editors of the newspape would stop having "a contest to see whi one can make the greatest number pages."

Grehl, in a letter to Caldwell May 1 made available to E&P by Caldwell, sa makeovers may be the most economic technique in newspaper production d partments.

Makeovers are made necessary, at lea in part, by unrealistic deadlines impos by circulation and production departmen that have "lost the ability to deliver new papers with the same speed that mil bread and other daily necessities a moved," Grehl wrote.

Makeovers can be eliminated by the steps, Grehl said:

"Stop railroading type, raise t newshole 50 percent so that no pages nee be made over for territory or zone new

"Put out one edition, deadlines for whic will be determined by the travel time our most distant circulation point. In t case of the Press that will mean a pre start of 12:30 p.m.

"This assumes, of course, that the re of the world will cooperate and there wi be no deaths, stock market changes, aeri hijackings or wiretaps discovered after 1 a.m. I'm sure Congress will be willing convene at 4 a.m. If anybody is inconsi erate enough to push the button o World War III after noon we can cat up with superior writing."

Greatest economy in the plate makin department would be achieved if th Evansville papers stopped publishin Grehl averred.

"That decision may very well be mad for us by our readers if we continue t complain that delivering news is too ex pensive for newspapers," Grehl said.

FEDERAL DECISION MAKERS READ IT . . . BELIEVE IT

and so do nearly a million others.

The Washington Star-News

When a big insurance story breaks, we can help you put it together.

Keeping up on car insurance news today isn't the world's easiest assignment. Getting the facts is only half the job.

The hard part is understanding them and making them easily understood.

Our Press Relations Department can help.

You'll get the straight facts you want, and straight talk, too. Fifty years experience says we understand the insurance business. And the fact that many of the top editors and columnists in the country contact us for information says we understand your field, too.

Give us a call. Our staff of news-trained pros will fill you in quickly, and accurately. And with an understanding that comes from being first in car insurance.

Call 309/662-2521 or 309/662-2063
Department of Public Relations
State Farm Insurance Companies
Bloomington, Illinois 61701

STATE FARM
Auto
Life
Fire
INSURANCE
®



And so are the 78 girls and boys who will be coming to Washington June 11th to participate in the 46th National Spelling Bee, for a wunderkind according to Webster's Third New International Dictionary is "one that succeeds in a competitive or highly difficult field at an early age."

From 1925, the National Spelling Bee has tried to be an incentive in helping young people improve their spelling, increase their vocabulary, and develop correct English usage.

This year 14 Scripps-Howard newspapers and 61 other leading daily and Sunday papers from across the United States, Guam, and Puerto Rico will send contestants to the nation's capital where they will enjoy a week of spelling and sightseeing.

And no matter who is crowned 1973 champion, the National Spelling Bee is proud to be associated with this year's group of wunderkinder.

SCRIPPS-HOWARD NEWSPAPERS



Advertising Dept., 200 Park Avenue, New York City Atlanta Chicago Dallas Detroit Los Angeles Philadelphia San Francisco